

ALLISON CROGHAN

METEOROLOGIST +
SOCIAL MEDIA ANCHOR



CONTACT

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SOCIAL MEDIA

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REFERENCES

UPON REQUEST

EXPERIENCE

METEOROLOGIST + SOCIAL MEDIA ANCHOR

KSTU - SALT LAKE CITY, UT | JUNE 2012 - PRESENT

- Researched and forecasted weather for the largest geographic demographic in the nation
- Anchored and produced trending segments for four hours of live television daily
- Anchored two hours of weather segments daily
- Managed personal (40,000+ followers) and station (600,000+ followers) social media accounts
- Consistently at the top of Utah's ShareRocket for social media engagement
- Filled in for feature, general assignment, and weather positions

WEATHER ANCHOR + REPORTER

KSN - JOPLIN, MO | JUNE 2011 - MAY 2012

- Served as an MMJ, reporter, anchor, and weather anchor for the NBC affiliate
- Shot, edited, wrote, and voiced packages
- Covered news, weather, and sports

EDUCATION

BACHELOR OF SCIENCE - ATMOSPHERIC SCIENCE

MISSISSIPPI STATE UNIVERSITY | STILL COMPLETING

CERTIFICATE IN BROADCAST METEOROLOGY

MISSISSIPPI STATE UNIVERSITY

BACHELOR OF ARTS - BROADCAST JOURNALISM

UNIVERSITY OF MISSISSIPPI

MINOR: ENGLISH

EMPHASIS: PUBLIC RELATIONS

SKILLS

- Anchoring/reporting
- Breaking news
- Severe weather
- Social media strategy/engagement
- Community involvement
- Teamwork
- Creativity
- Writing/editing

AWARDS

- UTAH BUSINESS - 20 IN THEIR 20S (2016)
- CITY WEEKLY - UTAH'S BEST WEATHER REPORTER (2016) + RUNNER-UP (2015)
- UTAH BROADCASTER'S ASSOCIATION - GOLD UBEE FOR "BEST NEWS REPORTING IN A SERIES" (2014)
- CHAPPY AWARDS - TOP SOCIAL MEDIA ACCOUNTS IN UTAH (2013, 2014)