
KEVIN WELLS

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West Palm Beach, FL

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Profile

Results-driven and resourceful leader skilled at managing multiple projects and crafting compelling content. Recognized for award-winning reporting over a 22-year career in TV journalism. Possesses keen eye for detail and passion for storytelling.

Experience

Marketing Communications Coordinator, Solid Waste Authority of Palm Beach County | West Palm Beach, FL | Oct. 2024-March 2025

- Content creation coordinator for four-person creative team, including content for television and radio ads, live production, and graphic design for digital and print ads
- Managed workflow of several different concurrent projects, including internal events
- Writer and copy editor of ad content, internal newsletter, and marketing materials
- Managed department's social media content

Sports Director / Anchor, WCJB-TV | Gainesville, FL | Oct. 2018-July 2023

- Sports content coordinator for North Central Florida's news leader
- Sports anchor, producer, and editor for 6 & 11 p.m. weeknight newscasts
- Co-host of Sports Overtime, seasonal 15-minute high school football highlight program
- Responsible for training sports staff in anchoring, videography, and editing techniques
- Contributed AP style copy and video clipping for station's website
- 2022 FABJ award winner for Sports Reporting
- Anchor Reel <https://youtu.be/Il3KBfPB2bc>

Sports Director / Anchor, KTUU-TV | Anchorage, AK | Aug. 2003-Dec. 2016

- Sports coverage coordinator for Alaska's news leader
 - Sports anchor, producer, and editor for 5, 6, & 10 p.m. weeknight newscasts
 - Responsible for training sports staff in anchoring, videography, and editing techniques
 - Documentary producer, writer, narrator, and editor
 - Live event host and field reporter
 - Play-by-play of state high school championships
 - Multiple ABA award winner for Best Sports Story and Best Sportscast
 - Anchored weekends 2003-07, worked in weeknight 10 p.m. anchor role until promotion to Sports Director in 2011
 - Anchor Reel <https://www.youtube.com/watch?v=8UJd67SeZpg>
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Sports Director / Anchor, KFXF / KXD-TV | Fairbanks, AK | Sept. 1999-Aug. 2003

- Totally responsible for sports content and anchoring
- Created Sunday Sports Corner, weekly half hour show that aired for nearly two years

Education

Syracuse University | BA in Broadcast Journalism, 1999

Skills

Copywriting

- <https://westpalmbeach.macaronikid.com/articles/67ae2f2e2840391d57f2c01d/swa-run-away-5k-honors-the-harmony-of-industry-and-nature>
- <https://www.palmbeachpost.com/story/sponsor-story/pbc-solid-waste-authority/2025/02/03/do-your-part-and-a-fire-wont-start/78049571007/>

Video editing (Final Cut Pro, Edius) & Videography (Sony, JVC, Panasonic AVCCAM)

- https://www.youtube.com/watch?v=PkJAi_WTuY0

Social media account management and posting

References

Jon Levy | News Director, WCJB-TV | jonathan.levy@wcjb.com | (352) 281-6672

Chris Pinson | Sports Anchor, KOLR-TV | chrisspinson15@gmail.com | (863) 214-7844
