



## PROFESSIONAL SKILLS

Excels at Live Breaking News  
 Powerful Enterprise Reporter  
 Strong, Live Interviewer  
 Bold Broadcast Scriptwriter  
 Engaging Social Media Strategist  
 Savvy, Studio Broadcaster  
 Creative Photojournalist  
 Skillful Video Editing  
 Detailed Copywriting  
 Unique Marketer  
 Adobe Audition  
 Adobe Premiere  
 Final Cut Pro. 7, 10  
 Adobe Acrobat Pro  
 Adobe Photoshop  
 Microsoft Office  
 Microsoft Excel  
 Microsoft Word  
 Microsoft Outlook  
 Mac & PC Proficient

## PERSONAL SKILLS

Strong Team Manager  
 Deadline Driven  
 Problem Solver  
 Interpersonal  
 Team Player

## SOCIAL MEDIA

 <https://twitter.com/LezlaGoodenTV>

 <https://www.facebook.com/LezlaGooden/>

 <https://www.linkedin.com/in/lezlaagooden>

*Lezla Gooden*  
 MULTI-MEDIA JOURNALIST

[www.lezlagoodenmedia.com](http://www.lezlagoodenmedia.com)  
[lezlagoodenmedia@gmail.com](mailto:lezlagoodenmedia@gmail.com)

## Teaching Experience

- Extensive experience in journalism, specializing in investigative reporting, storytelling, and newsroom ethics
- Guest lectured at Hampton University and the University of Missouri, providing industry insights and mentoring aspiring journalists
- Committed to bridging the gap between the classroom and the newsroom by equipping students with real-world reporting skills and ethical decision-making

### KRON4 NEWS/ SAN FRANCISCO, CA

On-Air Reporter/Anchor Apr. 2024- Current

- Broke the exclusive story on a rat infestation at an Oakland McDonald's, prompting a health department investigation and uncovering a food inspector shortage in Oakland
- Lead reporter on the Cash App founder's murder trial, securing an exclusive interview with the accused's mother
- Filled in as an anchor for the newscast, conducting a live interview with a local dancer featured in Kendrick Lamar's video
- Exposed a bed bug infestation at a Redwood City facility, leading to a state investigation
- Conducted a live election night interview with outgoing Mayor Sheng Thao moments after her defeat

### CBS NEWS/ SAN FRANCISCO, CA

On-Air Reporter/MMJ Dec.2023- Apr. 2024

- Investigated the notable funding disparity in school infrastructure across the Bay Area, revealing less financial support for schools in less affluent areas (Received SF Press Club Award 24)
- Uncovered an encampment under an apartment complex, highlighting dangers to residents and the lack of city response
- Exclusively reported on Santa Clara Valley Transportation Authority's announcement of a new site location for unhoused individuals before notifying San Jose council members, revealing clashes and delays in the project
- Created, produced, and edited a new segment titled "Missing Black Girls"
- Developed and produced a long-form story for the "Still Marching: The March on Washington, 60 Years Later CBS Special," focusing on civil rights activist Dr. Amos Brown, mentored by Dr. Martin Luther King Jr.
- Uncovered Colombian superstar Karol G's record-breaking attendance at Levi's Stadium

### WFSB NEWS / HARTFORD, CT

On-Air Reporter/MMJ Dec. 2021-Dec.2023

- Live reporting in the 4567 and 11 newscasts weekly
- Consistently delivers enterprise stories that are unique, compelling, impactful
- Shoots, writes, edits, and reports packages under daily deadlines
- Utilizes all social media platforms to provide timely breaking news pieces
- Fosters and nurtures meaningful community relationships
- In-depth storyteller recognized for exclusive, enterprise reports
- Insightful health reports delivered on-air and digitally

### 23ABC KERO TV/ BAKERSFIELD, CA

On-Air Reporter/MMJ Apr. 2019 -2021

- Source cultivator who produced meaningful enterprise packages
- Engaging talent who delivered breaking news from the studio and the field
- Producer of captivating stories on all media and social media platforms
- Shot, wrote, edited, and reported two packages daily
- Create original print and video content for social media platforms
- Submit two exclusive news packages daily under strict deadlines
- Numerous enterprise pieces selected to air by network and other national broadcasters

## EDUCATION

MASTER OF ARTS, JOURNALISM

*Georgetown University | 2015 - 2016*

BACHELOR OF ARTS, BROADCAST JOURNALISM & FILM STUDIES

*Hampton University 2011 - 2015*

EMMA L. BOWEN FOUNDATION

*Fellowship 2011-2015*

## AWARDS & VOLUNTEER EXPERIENCE

- NAACP Amos C. Brown Fellow '25
- SF Press Club award recipient '24
- Law & Justice Journalism Project Fellow '23
- NBCU Academy Recipient '22
- Mentors aspiring high schoolers through the Urban Journalism Workshop on Journalism '22
- Alumna of the month for Georgetown University '20
- Founder, Director, and Organizer of Roanoke Virginia's 1st Historically Black Colleges and Universities- College Fair
- Author of two children's books: *Spanky Goes To Camp*, *My Dog Sandy Boy*