

Lily R. Cummings

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Experience

WWL-TV | New Orleans, LA

Anchor/Reporter

June 2022-Present

- Develop timely, relevant stories through social listening, independent sources and research
- Manage weekend morning team by guiding editorial judgement and assigning stories
- Conduct on-camera reports/interviews and shoot/edit video under tight deadlines
- Produce vertical videos for Facebook, Instagram, YouTube and TikTok accounts daily
- Write concise news articles and articulate details in a way the audience can easily understand

News Researcher

October 2019-April 2020

- Assisted with newsgathering, monitoring breaking news and digital operations
- Communicated time-sensitive information to producers and assisted with writing copy

KTUL-TV | Multimedia Journalist/Reporter | Tulsa, OK

June 2020-June 2022

- Shot, edited and wrote stories daily for broadcast and digital news platforms
- Uncovered a story during the Tulsa Race Massacre Centennial that won an Emmy
- Utilized social media to engage with community leaders and build visibility and brand integrity
- Strong public speaker that was asked to emcee several community events and fundraisers

CBS This Morning Saturday Intern | CBS News | New York City, NY

Summer 2019

- Collaborated with producers and local CBS affiliates to research and obtain content for stories
- Developed short, concise copy for on-air talent to disseminate to viewers
- Produced story that was selected for first place out of nine intern teams by CBS executives

Morning News Intern | WDSU-TV | New Orleans, LA

Spring 2018

- Oversaw intern team of six as newscast producer and anchor
- Managed WDSU-TV Intern Twitter account and assisted the digital team and assignment desk

The Loyola Maroon | New Orleans, LA

Contributor for Pack News

August 2016-May 2020

- Worked as an anchor, producer, reporter and production assistant for weekly broadcast

Executive Producer

May 2017-January 2018

- Managed staff of 20+ and oversaw news, sports and entertainment shows
- Increased average views per show from 19 to 417 on Facebook live

Assistant News Editor, Contributing Writer

August 2016-May 2017

- Distributed assignments to staff writers and enforced deadlines

Education

Master of Studies in Law

May 2023

University of Southern California | Gould School of Law

B.A. Mass Communication, Marketing Minor with honors, *magna cum laude*

May 2020

Loyola University New Orleans | School of Communication and Design

Skills

- Social Media Management
- Videography and Photography
- Vertical and Linear Video Editing
- AP Style Copywriting
- Google Analytics Certified
- Website Management and Design

Awards

- LAB Reporter of the Year 2025
- Suncoast Emmy Winner 2024
- LAB MMJ of the Year 2024
- Heartland Emmy Winner 2022
- Hearst Award - TV News Category 2020
- Outstanding School of Communication & Design Graduate 2020