



# Céline McArthur

Television News Anchor & Investigative Reporter



904.200.2134



P.O. Box 192  
Pelham, NH 03076



## ABOUT ME

Strategic multimedia communications leader recognized for vision, integrity, resourcefulness, and the ability to merge traditional and innovative ideas to create audience-captivating news, feature and commercial content that builds reputations, ratings and followers.

Intuitive ability to utilize production and investigative skills to market brands and business concepts. Proven track record of forging valuable relationships and uncovering stories that educate, engage, entertain, and drive meaningful change.



## SKILLS

Investigative Reporting  
Anchoring & Live News Reporting  
In-depth interviewing & Research  
Website Development  
Digital Photography & Editing  
Developing Strategic Partnerships  
Crisis Communications  
Media Training  
Multimedia Marketing  
Advertising Communications  
Commercial Video Production  
Brand Development & Management



## FOLLOW ME

### LINKEDIN

[Linkedin.com/in/celinemcarthur](https://www.linkedin.com/in/celinemcarthur)

### FACEBOOK

[Facebook.com/CelineJM](https://www.facebook.com/CelineJM)

### TWITTER

[Twitter.com/CelineTVNews](https://twitter.com/CelineTVNews)

### WEBSITE

[Celinemcarthurinvestigates.com](http://Celinemcarthurinvestigates.com)



## WORK EXPERIENCE

### EVENING NEWS ANCHOR AND CHIEF INVESTIGATIVE REPORTER

WBIN-TV, NH1 NEWS (DMA #8) | 2015 - 2017

- Anchored weeknight edition of NH1 News at 10.
- Produced investigative reports on critical consumer, health & safety issues, including 4 Emmy-nominated series.
- Produced *Secrets to Entrepreneurial Success*, the weekly series awarded "Best of New Hampshire 2016" by The New Hampshire Magazine.
- Produced the 10-part series and one-hour Emmy-nominated television special: *Behind the Badge with New Hampshire State Police*, resulted in the highest ratings for any NH1 News production.
- Developed a wide variety of high-level sources; led to exclusive stories and unprecedented access to the front lines of the market's biggest stories.

### STRATEGIC COMMUNICATIONS CONSULTANT

INDEPENDENT | 2012 – 2014, 2017

- Designed strategic multimedia communications plans and content for entrepreneurs, entertainers, educators, law enforcement and political leaders.

### ASSOCIATE VICE PRESIDENT, STRATEGIC COMMUNICATIONS

Florida State College at Jacksonville | 2009 - 2012

- Created concept, critical features & advisory panel for Converged Communications baccalaureate degree program; resulted in a cutting-edge, cost-effective higher education alternative.
- Assembled & lead a media team to create high-quality, low-cost multimedia content for the College TV channel, advertising & marketing campaigns, political functions and fundraising events.
- Launched the 1<sup>st</sup> interactive multimedia platform to increase internal & external awareness of the College's accomplishments & offerings, including an interactive master database of staff and faculty experts for local & national media; resulting in record-breaking coverage.
- Initiated partnership with the Jacksonville Jaguars to produce a public service campaign designed to increase student engagement and enrollment.
- Awarded 1<sup>st</sup> & 2<sup>nd</sup> place from Television Advertising, Communications and Marketing Commission, Association of Florida Colleges, for two advertising projects.

### NEWS ANCHOR AND CHIEF INVESTIGATIVE REPORTER

WTEV-TV, CBS47 NEWS & WAWS-TV FOX30 NEWS | 2005 - 2009

- Anchored CBS47 News This Morning, CBS47 News at Noon and The Early Show cut-ins. (2008-2009).
- Anchored FOX30 News at 10, CBS47 News at 6 & 11 weekend (2005-2007).
- Produced Florida Associated Press award-winning investigative reports on health & safety issues.
- Developed & maintained a wide variety of exclusive, confidential sources; resulted in frequent special reports.
- Produced award-winning weekly Offender Alert to help capture fugitive sex offenders.



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## WORK EXPERIENCE

### MEDICAL NEWS REPORTER

KVUE NEWS | 2004

- Produced in-depth reports for the daily Healthvue segment.
- Developed key sources across the healthcare industry; resulted in exclusive reports

### NEWS ANCHOR AND INVESTIGATIVE REPORTER

WTEV-TV, CBS47 NEWS & WAWS-TV FOX30 NEWS | 2000 - 2004

- Anchored FOX30 News at 10 weekend editions.
- Helped capture fugitive sex offenders through Florida's #1 crime-fighting media & law enforcement partnership.
- Received Governor Jeb Bush's Award for Excellence, Outstanding Contribution to Criminal Justice, 2001.
- Produced local investigative reports for evening broadcasts under tight deadlines
- Developed high-level military and law enforcement sources; provided unprecedented access to local, national, and international operations and missions.

### MORNING NEWS ANCHOR

WBRE-TV | 1999

- Anchored weekday edition of Eyewitness News Sunrise and Eyewitness News Midday.

### EVENING NEWS ANCHOR

WICZ-TV | 1998 - 1999

- Anchored weeknight edition of FOX40 News at 10.



## EDUCATION

### MASTER OF ARTS: JOURNALISM & PUBLIC AFFAIRS

American University | Washington, DC

Internships: WTTG-TV FOX 5 and Washington News Network

### BACHELOR OF SCIENCE: BROADCAST JOURNALISM

Boston University | Boston, MA

Internship: London News Network, London, UK