

CÉLINE JOËLLE MCARTHUR

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PROFESSIONAL SUMMARY

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. Adept at creating media products that build reputations, ratings, and followers. Intuitive ability to utilize production and investigative skills to market brands, business concepts, and political campaigns. Accomplished capabilities in forging valuable industry and political relationships. Proven track record of uncovering stories that drive meaningful change.

SKILLS

Investigative Reporting	Creative Strategies
Anchoring and Live News Reporting	Brand Development and Management
Commercial Video Production	Web Content
In-depth Interviewing and Research	Digital Photography & Editing
Crisis Communication	Media Training
Multimedia Marketing	Strategic Partnerships
Advertising Communications	Public Speaking

EXPERIENCE

Evening News Anchor and Chief Investigative Reporter 2015 to Current
NH1 News, WBIN-TV– Concord, NH (DMA #8)

- Anchor weeknight edition of NH1 News at 10.
- Produce investigative reports on critical consumer, health, and safety issues, including the 2016 Emmy-nominated series: *Addiction Front Lines: The Ugly Truth*.
- Produce *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 television special, *Behind the Badge*, which explores the unique roles and responsibilities of New Hampshire State Police; resulted in the highest ratings for a NH1 News special.
- Develop and maintain a wide variety of high-level sources; resulting frequent exclusive reports and unprecedented access to local, state and federal law enforcement.

Strategic Communications Consultant 2012 to Current
Independent

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

Associate Vice President, Strategic Communications 2010 to 2012
Florida State College at Jacksonville – Jacksonville, FL

- Created concept, critical features and advisory panel for Converged Communications baccalaureate degree program; resulted in a cutting-edge, cost-effective alternative to state and private university programs.
- Assembled and lead a team of media professionals to create high-quality, low-cost multimedia content for the network, advertising and marketing campaigns, political functions and fundraising events.
- Launched FSCJ's first interactive multimedia communications platform to increase internal and external awareness of the college's accomplishments and offerings, including an interactive master database of staff and faculty experts for local and national media; resulted in a record-breaking amount of news coverage.

- Initiated partnership with the Jacksonville Jaguars to produce a public service campaign designed to increase student engagement and enrollment.
- Awarded first and second place from Television Advertising, Communications and Marketing Commission, Association of Florida Colleges, for two advertising projects.
- Managed internal and external crisis communications.

Director, Community Relations

2009 to 2010

Florida State College at Jacksonville – Jacksonville, FL

- Produced FSCJ's first video documentary on its history; resulted in increased internal and external awareness of the college's mission and major milestones, including its transition from a community to state college.
- Produced and hosted fundraising events to raise money for scholarships for disadvantaged students and to build strategic political relationships. Take Stock in Children, 2010, The [State Senator] Steve Wise Roast, 2009.
- Designed and implemented strategic media relations and crisis communications plans.

News Anchor & Chief Investigative Reporter

2005 to 2009

CBS47 & FOX30 News – Jacksonville, FL

- Anchored *CBS47 News This Morning* and *CBS47 News at Noon* and *The Early Show* cut-ins. (2008-2009).
- Anchored weekend editions of *FOX30 News at 10*, *CBS47 News at 6*, *CBS47 News at 11* (2005-2007).
- Produced investigative reports on critical health, safety and consumer issues.
- Awarded First Place, Best Continuing Coverage, Florida Associated Press: "Mystery Disease." Awarded Second Place, Best Continuing Coverage, Florida Associated Press: "Cancer Cluster in Jacksonville?"
- Developed and maintained a wide variety of exclusive, confidential sources; resulted in frequent special reports.
- Produced weekly Offender Alert to educate the public and help capture fugitive sex offenders.

Medical News Reporter

2004

KVUE News – Austin, TX

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

News Anchor & Investigative Reporter

2000 to 2004

CBS47 & FOX30 News – Jacksonville, FL

- 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.

News Anchor

1999

WBRE-TV– Scranton, PA

- Anchored Eyewitness News Sunrise and Eyewitness News Midday.

Previous Positions: Evening News Anchor, WICZ-TV, Binghamton, NY; News writer, FOX 5, Washington, DC.

EDUCATION

Master of Arts: Journalism and Public Affairs, American University – Washington, DC

Reporter Internship: Washington News Network and FOX 5 News

Bachelor of Science: Broadcast Journalism, Boston University – Boston, MA

Reporter Internship: London News Network, London, England