

Xia Anderson

On-Air Host & Producer

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PROFILE

An accomplished global journalist and correspondent with a fast-growing record of success in broadcast media.

Coverage has included pop culture, current events, gaming, and entertainment. Highly knowledgeable in the areas of journalism, cross-platform narratives, viewer engagement, interviewing, and news production. Able to handle numerous production duties, including writing, editing, and hosting for projects with large viewership bases.

AREAS OF EXPERTISE

- Social Media Marketing
- On-Air Broadcasting
- Professional Editing
- Content Production
- Story Development
- Guest Interviewing
- Segment Strategy
- Broadcast Media
- Creative Writing
- Public Relations
- Script Writing
- Premier Pro
- Journalism
- AV Editing
- Voice Over

PROFESSIONAL EXPERIENCE

CHIP CHIPPERSON PODCAST ALL THINGS COMEDY – New York, NY January 2021–Present

Co-Host

Stimulate lively discussion with host and guests that inspires comedic stories that drive the podcast. Come up with segments for the show that work with the unique hosting style of the host.

Key Achievement:

- Promoted from guest spots to regular co-host due to positive feedback.

IT'S ERIK NAGEL – New York, NY

June 2019–Present

Co-Host

Interview guests and stimulate lively discussion that offers differing perspectives on news, current events, and a diverse range of compelling topics.

Key Achievement:

- Promoted from guest spots to regular co-host due to positive feedback.

MEGA CAT STUDIOS – Pittsburgh, PA

January 2020–August 2021

On-Camera Host & Producer, Weekly Dose of Gaming News

Managed the planning, development, and writing of news stories focused on key issues in gaming. Produced and edited weekly news segments. Used social media to promote content and engage with potential viewers to attract new audiences.

Key Achievement:

- Uploading of content to YouTube led to a 10% increase in subscribers.

CARPER COMMUNICATIONS – Pittsburgh, PA

January 2020–August 2021

Community Manager

Planned the messaging strategies and uploaded schedules of content for numerous clients. Use social media platforms to build sustainable community engagement and foster growing interest in gaming products.

Key Achievement:

- Graffiti Games Twitter followers grew from <1,000 to more than 5,000.

POPCORN TALK – Los Angeles, CA

November 2019–June 2020

On-Camera Host & Writer, Marvel News Daily

Researched key data points to engage in lively discussions with guests and co-hosts during the taping of shows. Led talks to create an upbeat, fun studio setting.

Key Achievement:

- Interview with Jim Starlin was picked up by major entertainment outlets.

AFTERBUZZ TV – Los Angeles, CA

March 2018–June 2020

On-Camera Host & Producer

Identified stories of national interest and coordinated the logistics required to have pieces shot and edited for timely news coverage. Interviewed guests in-studio as well as in the field.

Key Achievement:

- The Mandalorian Aftershow reached nearly 100,000 YouTube views.

GEEK BOMB – Los Angeles, CA

March 2019–August 2019

Writer, Voiceover & Video Editor

Pitched news stories and collaborated with staff to decide on stories to cover.

Wrote the scripts for news segments and edited segments for broadcast.

Key Achievement:

- First video hit nearly 12,000 views.