

ELIE MORRISON

METEOROLOGIST

SOCIAL MEDIA

Portfolio: ElieMorrison.com

Twitter, Instagram: [@morrison_wx](https://twitter.com/morrison_wx)

Facebook: [Meteorologist Elie Morrison](https://www.facebook.com/MeteorologistElieMorrison)

SUMMARY

Weather producer at CBS Mornings, based in New York City since Sept. 2023. Pursuing a career where I can engage with viewers about the weather, and create multimedia content.

Bachelor's degree in meteorology and college certificate in broadcasting.

SKILLS

- Forecasting severe weather, and the ingredients needed for a forecast to verify
- Produce newscast rundowns
- Writing scripts for news packages, intros and headlines
- Source newsworthy video content
- Design graphics for online & TV
- Edit video for news
- Engage with social media followers
- Broadcast weather hits, TV & radio

SOFTWARE

- IBM/TWC Max
- AccuWeather StormDirector
- AP ENPS
- Rundown Creator
- Adobe Premiere
- Adobe Photoshop
- GIMP image editor
- Audacity audio editor
- WordPress

WORK EXPERIENCE

Weather Producer

CBS News/CBS Mornings — New York City Aug. 2023-Present

- Source videos featuring newsworthy weather content to air on CBS Mornings
- Create clean, simple weather graphics highlighting impactful weather
- Write compelling anchor reads and headlines
- Research and script weather-related packages
- Collaborate with correspondents reporting on weather events
- Work with The Weather Channel to coordinate forecasts aired on CBS
- Analyze data from NOAA to enterprise climate-related reports

Weather Producer

WeatherNation TV — Denver, Colorado Aug. 2021-Present

- Draft and execute newscast rundowns for six blocks per hour
- Write eye-catching headlines, broadcast on-air and posted online
- Identify top weather stories by analyzing scientific data and reading National Weather Service bulletins
- Collaborate with on-air meteorologists to determine daily content
- Implement social media strategy, post multimedia content to increase engagement on branded pages
- Maintain contacts with relevant experts to book for live on-air segments

Broadcast Meteorologist

WBKB-TV — Alpena, Michigan May 2018-Aug. 2021

- Serve as in-house expert on weather, earth and space science
- Produce weather forecast and graphics for TV and web platforms
- Present live ad-lib weather segments on 6 p.m. and 11 p.m. newscasts
- Record segments for morning news and sister station in Marquette, Mich.
- Publish daily article to station website, and content on social media
- Meet multiple daily deadlines for Alpena and Marquette TV stations
- Research, interview, write, voice weather-related VOSOTS and packages

EDUCATION

Bachelor of Science, Honours, Atmospheric Science Certificate, Meteorology

York University — Toronto, Ontario Sept. 2012-May 2017

Certificate, Broadcast Journalism Summer Institute

Seneca College — Toronto, Ontario May 2016-Aug. 2016