

ALISSA HENRY

ENTERTAINMENT &
LIFESTYLE REPORTER



Contact

- 614-439-6967
- AlissaHenry@me.com
- AlissaHenry.com
- AlissaHenryTV
- AlissaHenryTV
- AlissaHenryTV

Skills

- Social Media ★★★★★
- Generate Ideas ★★★★★
- Writing Scripts ★★★★★
- Editing Packages ★★★★★
- Live Reporting ★★★★★
- Creative Storytelling ★★★★★

Other Skills

Further Education:
Hosting Workshop taught
by Marki Costello
NBCU University News Writing
workshop

Additional Television Appearances:
HGTV House Hunters Meredith Viera
Show Katie Couric Show
Daystar

PERSONAL PROFILE

Alissa Henry is a multimedia entertainment, features, and lifestyle television journalist and a lottery game show host. She brainstorms, writes and edits stories with an overall focus on relevant, buzzworthy, positive, succinct, informative, fun content. An avid social media user, she posts consistently and engages with other users regularly. When she's not live "on-location" as a features reporter for Good Day Columbus or a lifestyle correspondent on Good Day Marketplace, Alissa is hosting episodes of Cash Explosion, the only weekly lottery game show in the country.

EXPERIENCE

Co-Host JULY 2017 PRESENT **The Cash Explosion Show**

- Hosts episodes of Ohio Lottery's original game show.
- Represents Ohio Lottery at events statewide.

Feature Reporter & Lifestyle SEP 2013 – AUG 2018 Correspondent

- Live feature reporter for Good Day Columbus morning show and Good Day Marketplace lifestyle show.
- Fill-in host of Good Day Marketplace
- Also enterprises, writes and edits taped feature stories for morning, noon and evening newscasts.

Entertainment Correspondent JAN 2013 – AUG 2018 **CW Columbus**

- The face of the CW Columbus. Selected from hundreds of auditions to be "CW Star".
- Promotes The CW Network shows locally via commercials and events.
- Manages website as well as daily internal social media marketing using Facebook, Twitter, Youtube, Pinterest, Instagram and Hootsuite

Freelance Writer NOV 2011 – JAN **Various Publications**

- Wrote popular, widely-shared articles about personal finance, pop culture, current events and relationships for MadameNoire.com, XOJane, UptownMagazine.com, GoGirlFinance.com, and Jane.TV.
- Appeared as a guest on HuffPost Live to discuss my articles.
- Appeared as a guest on the Katie Couric Show to discuss one of my articles.

Social Media Manager MAR 2011 – NOV **Coleman for Columbus**

- Successfully created and managed several social media accounts promoting Mayor Michael B. Coleman for re-election.
- Attended events and served as fill-in campaign photographer
- My efforts assisted his landslide victory.

EDUCATION

EW Scripps School of Journalism **Ohio University – Athens OH**

- Graduated Magna Cum Laude with a degree in Broadcast Journalism.
- Earned a Political Communication Certificate.
- NBC University News Writing Workshop