

MARK WILLIS

Mark.Willis@TAMCU.EDU

*Multi Media broadcaster with more than 40 years of experience in all facets of over the air news reporting
Including writing, editing, investigative and management practices.*

PROFESSIONAL EXPERIENCE

SIRIUS-XM SATELLITE RADIO

New York, NY

News Anchor/On Air Host

January 2013-Present

- Responsible for the production and execution of a live North American specialized talk show
- Schedule, write and anchor 60 second newscasts for use through the day
- Develop protocol for lining up guests for on air interviews
- Serve as the staff meteorologist for Sirius-XM with breaking weather reports
- Collaboration on new programming ideas for the channel

WIBW RADIO

Kansas City, Mo

News Director/ Assistant General Manager

February 2012-January 2013

Oversaw the revamping of the entire news operation which saw a tripling of the ratings

- Ratings increase resulted in a four-fold increase in sales
- Anchor for Morning Drive
- Managed a staff of 14 people which included the Kansas Information Network
- Fiscally disciplined without losing the importance of the information messaging needs

CBS 11 TELEVISION

Fort Worth, Texas

Assignment Editor

March 2015-May 2019

Oversee the weekend News Department for CBS 11-Duties include the following

Manage a staff of newsroom personnel including direction and editorial content for reporters/Anchors

Managed breaking news coverage including a shooting at a house party in McKinney in which 9 people died

Also managed the coverage of breaking news where a suspected murder suspect surrendered directly to me at the station after calling the assignment desk. It was the top story for 3 days

EDUCATION

TEXAS A AND M COMMERCE-

Commerce Texas

Multi Media/Journalism/Broadcasting

September 2020-Present

NORTH TEXAS STATE UNIVERSITY

Denton, TX

- Studied a series of Broadcast and Journalism Courses
- Developed voice skills and diction training

- Bachelor of Applied Arts/Sciences BAAS Awarded/August 2014
- Master's Degree Awarded/May 2020
- PHD Candidate/Sept 2020

Mississippi State University

Starkville Miss

- Studied a series of meteorology courses with several sub specialities
- Prolific in Radar, Synoptic and Forensic Meteorology
- Graduated with an advanced meteorology certification

ADDITIONAL SKILLS

- Co-author of an E-Book on plagiarism and fabrication – *“Telling the Truth and Nothing But”*
- Prolific in Social Media.
- Works well under pressure and instrumental in a leadership role when it comes to meeting deadlines