

ERIC ROBY

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SENIOR COMMUNICATIONS EXECUTIVE

Turning Around Performance • Growing Supporters • Orchestrating Change

Trustworthy marketing, public relations, and corporate communications executive – with extensive experience in business building strategies through television, radio, internet marketing and social media. An award-winning storyteller proven effective in fundraising and development, crisis communications, and raising brand awareness. A creative organized leader skilled in crafting content, leading presentations, and delivering consistent results. A well-known, trusted public figure in South Florida.

CORE COMPETENCIES

- Marketing Communications
- Public Relations
- Content Creation
- Community Engagement
- Value Proposition / Brand Position
- Growth Strategies
- Restructuring
- Project Management
- Market Research & Analysis

PROFESSIONAL EXPERIENCE

WPEC CBS 12 | West Palm Beach, FL

2006 – Present

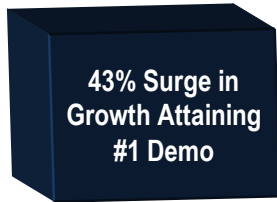
A CBS affiliated television station and the 37th largest television market in the US with two million viewers owned by the Sinclair Broadcast Group, an employer of 10,000 people generating \$2.5 billion.

CBS12 News at 9 Main Anchor | 2016 - Present

Restored floundering 9 a.m. time slot to the #1 ranking by managing ground breaking news programming and by writing, producing, and leading live segments. Stimulate conversations by creating online buzz and manufacturing trending topics.



- **43% year-over-year growth, 30% competitive market advantage**, and the top rating for key demographic audience reached by introducing a one-hour news program proven to surpass viewership targets.
- **92% surge in Facebook public figure page** along with a 24% rise in followers on the CBS12 account, and 68% jump on Twitter gained by implementing a social media strategy featuring engaging content with stunning images and entertaining videos.
- **60%+ overall raise in audience achieved** by producing 9 a.m. newscast and steering viewers through daily interviews and popular original segments including the “Roby Files”.
- **Spokesperson and emcee credited with record turnout** for events such as the Walk to End Alzheimer’s, Making Strides Against Breast Cancer, and other high-profile fundraisers and special events through on-air and social media marketing promotions. Some events attracted 20,000+.
- **#1 rating for a highly desirable time slot** attained by developing and leveraging a core online audience through producing and hosting Facebook Live segments.



Weekday Main Morning & Main Noon Anchor | 2012 – Present

Tapped to reinvigorate morning and midday newscasts. Maintain consistent brand messaging throughout broadcast programs through alignment of story selection, content, and script approval. Conduct in-depth research to skew content towards the interests of target market. Coach and mentor producers.

Communications | Public Relations | Spokesperson

- **70%+ name recognition measure noted** according to audience research and development, exceptional likeability, and trustworthy rating among all audiences.
- **99% rise in participation accomplished within five years** of accepting an appointment from the Palm Healthcare Foundation as the chief spokesperson for the induction of *Let’s Move: Commit to Change Physical Activity Challenge*.
- **Pioneered “group live shots” at critical breaking news events** demanding six hours of nonstop live reporting for several days for 173 stations within 89 news markets.
- **Recognized as a trustworthy source of information** by providing 12-hour continuous live coverage on TV broadcasts and partner radio stations for several days during hurricanes, storms, and other natural disasters.
- **Spokesperson and storm chaser** attributed with raising brand awareness as a result of interviews with national and international news agencies including CBS, CNN, and RTE Ireland.

Business Performance & Revenue Improvement

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- **50%+ improvement in ratings obtained within one month** of accepting challenge to turnaround *CBS12 News at Noon* and continued 27% gain over local competitors by aligning content with audience demographics.
- **Boosted rankings and expanded audience stats** by producing and hosting daily radio spots.
- **Contributed to \$576 million net income, an 87% gain** by recreating *CBS12 News This Morning*.
- **Drove viewers to the new morning show format** by leveraging “weather and traffic together every ten minutes”, a successful slogan easily identified by the audience within a few months of its launch.
- **Expanded reach by regularly producing national and international government affairs** live interviews of top politicians from the Capitol or in studio for *Connect to Congress* segments.
- **Ranked amongst the top national TV markets** for *Full Measure with Sharyl Attkinson* by implementing intergrated marketing strategy that entailed interviewing Sharyl Attkinson from Washington, DC to promote content on social media, web, and broadcast channels.

Contributed to
\$576 Million Net
Income

Main Evening Anchor & Investigative Reporter | 2006 - 2012

Managed and anchored four evening newscasts and lead reporter for *CBS12 News at 11* with full approval of content.

- **50% audience growth earned within 30 days** and maximized market position in key demos by assuming the role of anchor and producer for the beleaguered 7 p.m. timeslot.
- **Lowered operating expenses without impact to the market leader position** and continued to expand fan base by managing backstage functions.
- **Awarded multiple Emmys for outstanding coverage** during severe weather conditions varying from tornadoes to tropical storms.
- **Recipient of Associated Press awards and boosted ratings** by appealing to target audiences with introduction of *I-Team*, an investigative brand credited with fostering relations with government agents and corporate executives.
- **50% acceleration in viewers won within 30 days** of devising, producing, and implementing a sophisticated strategy to drive fans to social media channels while simultaneously encouraging users to tune in on television.

Awarded
Multiple Emmys
For Outstanding
Coverage

WFLX Fox 29 | West Palm Beach, FL

2006 – 2010

An affiliate of FOX network with 2 million viewers and owned by Raycom Media a \$1.2 billion revenue producer.

Main Anchor

Lead broadcaster and producer of the 10 p.m. news recognized for introducing signature segments and hosting *Eye on South Florida*, a public affair show.

- **Trailblazed the top rated late-night newscast.**
- **Elevated visibility of local non-profit organizations** lacking the means to attain media coverage by featuring agencies on *Eye on South Florida*.



Previous Experience

Weekend Evening Anchor | WPEC CBS 12 | West Palm Beach, FL

- **Recognized by the National Association of Broadcasters** with the Service to America Friend in Need Award for providing ongoing, live coverage for 136.5 hours while enduring the elements during two catastrophic hurricanes in South Florida within a two-week period.
- **Elevated weekend newscast ratings** by enlarging content while managing the newsroom and anchoring TV reports.



EDUCATION

Bachelor of Arts
in Communications
with minors in Political Science & Literature
American University