

# Erick Adame

📍 New York, NY



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## SUMMARY

- 15+ years of impactful, effective and award winning on-camera presentation.
- Extensive experience working with press releases, spokespeople, media relations and similar communications. I have expert understanding of how journalist digest these interactions.
- Built and maintained a social media brand using my creative and versatile style that reaches audiences across a spectrum of geography, age and socio-economic status.
- My strong drive to succeed, winning attitude and dedication has led me to excel in all of my previous places of employment.



## AWARDS AND RECOGNITION

### ***Emmy Nomination: 2022, Morning Newscast - Hurricane Ida Coverage***

Following the devastating flash flooding from Ida, communication with the public was critical. I was able to provide clear updates on how the city was responding by utilizing all my sources of information, including releases and communications from various city offices and utility companies.

Communication with the public also included social media posts and articles published on our Spectrum News App.

***Winner 2022 Deadline Awards: Local TV Spot News, Mornings on 1: Hurricane Ida Coverage***

### ***Emmy Nomination: 2021 Team Coverage of Tropical Storm Isaias***

The worst of Tropical Storm Isaias hit from early morning through early afternoon and so I had the opportunity to once again showcase my ability to keep a proper tone that viewers find comforting, credible and informative. I was nominated with my team for my contributions, along with those reporting in the field.

***Winner 2021 Deadline Awards: Local TV Spot News, Tropical Storm Isaias Team Coverage***

### ***First Place 2017 Associated Press Club Awards: Best Weathercast***

AP award for my in-depth coverage of severe weather in Western New York. My calm and effective communication style won me the top award in my category.



## PROFESSIONAL EXPERIENCE

**Meteorologist** – “Mornings on 1” Anchor, NY1 , *New York, NY* 9/2017 - Present

- As the meteorologist for the highest rated Morning Show in the five boroughs, I’ve created viewer loyalty by taking complicated meteorological information and making it easy to understand.
- Coordinated with our marketing team to provide a hyper local experience for our viewers to improve engagement while building viewership.
- Spearheaded a multi-pronged approach to engagement that included a social media brand, exclusive app content, and on-air promotion that successfully expanded our reach.

**Meteorologist** – Spectrum News 1, *Syracuse, NY* 9/2007 - 9/2017

**Meteorologist/Reporter** - KAUZ, *Wichita Falls, TX* 9/2006 - 9/2007



## EDUCATION

**State University of New York, College at Oneonta** – B.S, Meteorology, Math Minor (2005)

**New School of Radio and Television** – Certificate of Study (2006)



## SKILLS

- Basic video editing on non-linear programs (Adobe, iMovie, Dalet, Pinnacle)
- A strong grasp of how to interrogate data sources for impactful stories
- Microsoft Office, Excel, PowerPoint
- Journalistic Writing
- Excellent communication skills and ability to relate to public and private sector executives
- Scientific Writing
- Simple Graphic Design
- Webex Teams