

Talia Kirkland

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PROFESSIONAL SUMMARY

Award-winning television news reporter delivering high-impact communications, managing media relations, and handling time-sensitive issues. Adept at creating compelling content, coordinating high-profile events, analyzing media trends, and fostering relationships with community and government officials. Skilled in Strategic Communication, Media Relations, Event Coordination, Research and Analysis, Content Creation, Project Management, and Crisis Management.

EDUCATION

Duquesne University, Pittsburgh, PA
Master's of Science in Media Technology, May 2015
Magna Cum Laude

Duquesne University, Pittsburgh, PA
Bachelor of Arts in Journalism, May 2014
Cum Lauda

PROFESSIONAL EXPERIENCE

General Assignment Reporter | WPXI - Channel 11 News | Pittsburgh, PA **January 2022 – Present**

- Pitch and deliver daily news segments, ensuring accuracy, clarity, and engagement across various platforms.
- Monitor and analyze consumer and social media trends to identify timely news content.
- Cultivate and maintain strong relationships with key community contacts and government officials, facilitating interviews and exclusive stories to enhance organizational visibility.
- Write and edit scripts and social media content to enhance the station's public image and audience engagement.
- Deliver live breaking news, severe weather, news segments, and station initiatives within strict deadlines.
- Guest anchor for [The Drew Barrymore Show](#). Delivered an interactive broadcast segment with hosts Drew Barrymore and Ross Matthews, highlighting the City of Pittsburgh for a live audience.

Morning News Reporter | WHP- CBS21 News | Harrisburg, PA **February 2020 - January 2022**

- Enterprise and reported daily news stories.
- Coordinated with cross-functional teams, including producers, editors, and technical staff, to deliver high-impact news content.
- Developed and implemented strategic content development plans, driving audience growth and retention.
- Wrote SEO-focused news content, ensuring all communications reflected the news organization's brand while resonating with target audiences.
- Covered large news events such as the 2020 election and the pandemic shutdown, as well as daily breaking news, including extreme weather, fatal shootings, and fires.
- Met deadlines to provide timely, relevant information to staff and the general public.

Reporter | Fox News Channel | New York City, NY **November 2017- January 2020**

- Delivered on-air reports and produced original stories for FoxNews.com and affiliate stations.
- Pitched daily story ideas, gathered news, and secured story placement across various platforms under the Fox News umbrella, including radio, digital, and television news segments.
- Conducted in-depth research and analysis of media trends and public sentiment, delivering actionable insights to inform editorial decisions.
- Identified and leveraged media opportunities for key community stakeholders and news partners.
- Consistently exceeded deadline expectations, producing accurate and well-written news stories under constrained timelines.

Marketing Specialist | Garrison Hughes UPMC | Pittsburgh, PA **December 2014 - January 2017**

- Conducted initial subject interviews, vetted testimonials through clinical teams and the legal department, and worked to develop campaign storyboards.
- Anticipated brand reputation issues and managed crisis communications strategies.
- Oversaw the creation of all corporate television, radio, print, and digital marketing campaigns while collaborating with various advertising agencies to allocate the media budget and schedule the key launch date.
- Tracked and evaluated the performance of the corporate campaigns, providing leadership with detailed reports and data-driven recommendations for future campaign launches.
- Organized media activations such as press conferences and promotional events to promote campaign launches.

ACCOMPLISHMENTS

- Pennsylvania Bar Association - Media Award **2021**
- Robert L. Vann Media Award **2023**
- New Pittsburgh Courier's 2024 FAB 40 Under 40 Award **2024**
- Dukes from the Last Decade **2025**