

SHARON POPPY FARSIJANI

917.589.4722 ~ SHARONKHANOOM@GMAIL.COM

NEWS ANCHOR/ REPORTER/ PRODUCER

Dynamic, creative and analytical broadcast journalist with a track record of success in consistently developing story ideas that generate public interest. Possess different types of knowledge needed to communicate with the general public through a plethora of media outlets with years of experience in researching, investigating, writing, editing, and presenting news stories for different broadcasts on television, radio and the internet. Thrives in challenging environments with excellent communication, interpersonal, presentation, and organizational skills to meet crucial deadlines.

EXPERIENCE

News Anchor/ Reporter/ Producer, KMVT CBS 11, 2019- Current

- Strong on camera presentation skills and ability to convey information in a clear, concise and conversational manner
- Highly energetic and creative
- Set up for shots, write and edit packages while meeting deadlines
- Interviewing people on a range of different topics for TV, social, radio and various media outlets
- Makes special appearances to promote the station's community commitment
- Develop contacts within the community to generate enterprising story ideas
- Provide input to show producer on show content and format
- Perform special assignments and other duties as assigned
- Produce shows with various live interviews while writing and editing multiple packages

Poppy Farsijani Fragrance, 2016-2019

Entrepreneur/ Founder

- Created a perfume technology platform to individually customize scents
- Perfume collections created based off stories
- Developed a sweet spot within wedding industry for customized favors

Communication Consultant, New York, New York, (Contract) 03/2012-12/2018

Companies including BlackRock, Martha Stewart Omnimedia, Axovant Sciences, Cantor Fitzgerald

- Provide communication services in adherence to client culture and needs
- Provide content for internal and external media communications
- Develop messaging required for various phases of projects
- Reach out to local media

NBC Nightly News, Burbank, CA, 1/2008-12/2008

Assistant Producer

- Assisted in production of the nightly news
- Edited and produced various news segments
- Built strong relationships with media outlets and recruited special guests

Lehman Brothers Investment Bank, Lake Forest, California & New York, New York, 3/2006-5/2008

Director of West Coast Internal Communications

- Independently launched the division's Intranet that provided accurate and up-to-date information
- Reconstructed/modified outgoing internal messages by formulating a robust communication protocol
- Navigated/oversaw the division newsletter committee
- Assembled/directed division's first communication committee

KABC News, Glendale, CA, 1/2006-5/2007

Finance & Sport News Assistant/ Writer/Intern

- Collaborated with on air talent and production crew
- Wrote and distributed briefing notes and scripts
- Organized all meetings and scripted relevant questions for interviews
- Produced weekly news features

SAHAR Universal Network

Late Night Talk Show Host/ Producer, Tehran, Iran, 2/2001-7/2003

- Pioneered the first female collaboration on the network
- Recruited special guests
- Wrote, produced and hosted each show

Talk Show Host/ Reporter/ Producer, Dubai, UAE, 2/2002/7/2003

- Hosted daily talk show
- Produced shows as directed
- Gathered information using community contacts, beat sources, and leads

BBC International Radio, 2/2000-7/2003

Anchor/ Producer

- Interview celebrity and international sport guests
- Applied strong and collaborative communication skills with co-talk show host
- Generated creative ideas and organized projects
- Sociable, personable, and communicate easily with a broad range of personalities

Channel 6, Tehran, Iran, 3/1998-2/2001

Evening News Anchor/Reporter

- Organized/evaluated news leads and stories, drafted information through interviews, observations, and extensive research
- Conducted field reports from event sites or mobile broadcast units for up-to-date reports on current events
- Produced and hosted evening news
- In-depth ability to report and write effectively under deadline pressure
- Present stories and other content for all platforms
- Maintain deep familiarity with issues, newsmakers, and current events
- Maintain a 24-hour availability for news coverage

Channel 6, Tehran Iran, 1/1997-3/1998

Anchor/ Reporter

- First female Iranian Sports anchor in Iran
- Covered a range of beats and sports pertaining to the Middle East
- Provided complete, accurate, and compelling news coverage
- Covered breaking news stories
- Interviewed and cultivated relationships with sources
- Covered all sports related to North American, South America and Europe

EDUCATION

Pepperdine University, Malibu, California, 2010 (GPA 3.7/4)

Master of Business Administration (Study Abroad, Rouen University, France & Certificate, Business in Latin America, Buenos Aires, Argentina)

California State University Fullerton, Fullerton, California, 2007 (GPA 3.75/4)

Bachelor of Arts in Broadcast Communications

Arizona State University, Walter Cronkite School of Journalism, Tempe, Arizona, 2005 (GPA 3.8/4)

Bachelor of Arts in Broadcast Journalism (transferred to CSUF)

Tehran University, Tehran, Iran, 2002 (GPA 3.8/4)

Associate of Arts in Italian Language and Literature

SKILLS

Technical: PC & MAC literate, Shoot Video, Edit on Avid and Final Cut Pro

Language: Fluent in Italian and Farsi, Understanding of French

Speaking: Dynamic, engaging, confident

PUBLISHED BOOKS:

Published 2nd book, 4/2015

Shaming My Red Lips

Published 1st book, 4/2011

Lacking Lips of Time; A collection of deep and sensuous poetry

References available upon request.