

Aaron Baker

c/o Napoli Management Group
700 North San Vicente Boulevard, Suite 820
West Hollywood, California 90069

CAREER SUMMARY

A smooth and well-spoken news anchor and technology reporter with over a decade of broadcast experience. An excellent broadcaster and communicator that thrives in storytelling and connecting with the community.

PROFESSIONAL EXPERIENCE

Morning Anchor **2022 - Present**

WYFF, Greenville, SC

Anchors WYFF News 4 Today, the weekday morning newscast from 4:30-7:00 AM. Lead political reporter, covering several breaking news events including Former President Trump's indictment and arrest in Atlanta, former S.C. Governor Nikki Haley's presidential campaign launch in Charleston, and state and local interviews with candidates. Co-anchored a cut-in with 53 minutes of ad-libbing on-air before Alex Murdaugh was sentenced. Co-Hosted season 3 of Stitch, a national show from Hearst Television

Evening News Anchor **2019 - 2022**

KYTX, Tyler, TX

Anchors weekday 5, 6, 6:30, and 10 PM newscasts. Started Back to Business series profiling business challenges in East Texas. Lead Be Remarkable story series, highlighting remarkable people in the community. Acted as key evening anchor during COVID-19, impeachments, and election coverage.

Head of Communications **2018 - 2019**

Coolpad Americas, Dallas, TX

Achieved 1190% increase in CES media coverage year-over-year (175 vs. 14 articles). Acted as spokesperson and product expert for media. Secured coverage on CNET, KTLA, Popular Mechanics, The Verge, ZDNet, and more. Launched Dyno Smartwatch, company's first wearable for kids.

Manager, Product Public Relations **2017 - 2018**

Samsung, Dallas, TX

Launched Samsung Galaxy S9/S9+ and Galaxy Note9 smartphones, and managed media reviews program. Acted as spokesperson and product expert for media. Led product risk/crisis communications for mobile products (smartphones, laptops, tablets, wearables).

On-Air Guest Host **2017 - 2019**

Home Shopping Network (HSN), St. Petersburg, FL

Acted as an on-camera guest host, specializing in technology. Reaching over 90 million homes, I have represented brands including Amazon, Dell, HP, Roku, TP-Link, Verbatim, and more. I created a connection to the viewers by explaining technology in a natural, down-to-earth, and approachable way - with humor and fun mixed in.

On-Air Host/Tech Expert/Brand Spokesperson **2010 - Present**

Dallas, TX

An on-camera personality for 11 years. In 2013, transitioned from tech reporter to an on-air host for major global brands. Hosting and commercial work includes Samsung, Travelers Insurance, Verizon Wireless, Sprint, HTC, Republic Wireless, Panasonic, and Best Buy Mobile. Top 10 videos on the PhoneDog YouTube channel have received over 9,300,000 views, and developed a following as a well-known personality in the technology space. Has a loyal group of fans on Twitter, Facebook, and Instagram, with more than 22,000 followers combined between social channels.