



Aaron Baker

c/o Paradigm Talent Agency
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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 News Anchor

2022 - Present

WYFF, Greenville, SC

- Anchors weekday morning newscasts and reports in the evenings on Greenville, SC's biggest stories.
- Lead political reporter, covering several breaking news events including President Trump's indictment and arrest in Atlanta
- Co-anchored special Commitment 2024 election newscast
- Conducted one-on-one interviews with key political leaders in the aftermath of Helene

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.

On-Air Guest Host

2017 - 2019

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

- Acted as an on-camera guest host, specializing in technology.
- Represented brands including Amazon, Dell, HP, Roku, TP-Link, Verbatim, and more.
- Created a connection to the viewers by explaining technology in an approachable way - with humor and fun mixed in.

On-Air Host/Tech Expert/Brand Spokesperson

2010 - Present

Dallas, TX

- In 2013, transitioned from tech reporter to an on-air host for major global brands for 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
- Has a loyal group of fans on Twitter, Facebook, and Instagram, with more than 22,000 followers combined between social channels.

AWARDS

- Best Morning Newscast Emmy: WYFF News 4 Today
- Team Coverage Emmy: The Parole Hearing Of Susan Smith

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