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Genevieve Barker

Objective

Top 15 Market: Host/Talk Show Host/Anchor/Reporter – News & Entertainment

Qualifications

- NBC Affiliate Morning Anchor and Executive Producer
- Anchored The # 1 Morning and Weekend Shows For Five Years
- Award Winning Reporter
- Actress / Professional Narrator / Photo Model
- Business Management Achievements

Experience

Nov. 2005- Present **Haymarket Publishing** **New York, NY**
Managing European Editor (European Office)

- Director of European Operations for 3-magazine group; duties include sales, circulation, and marketing strategies, reporting directly to owner
- Development and launch of “new” Frozen Desserts Magazine; conceptualization of content, issue themes and flow; editor/feature writer, photography
- Increased company revenues by securing sponsorship dollars for world-class pastry events seen on *The Food Network*
- Moderator / Emcee, 2006 World Pastry Championships

Oct. 2006- June 1007 **WECT-TV** **Wilmington, NC**
Showcase Home Talent /Writer/Producer

- Host of 20-part, news-format series: multi-million dollar home-building project

May, 2005 **Ubisoft Entertainment** **Los Angeles, CA**
Video Game Narrator

- Narrator for globally-distributed video game, Tom Clancy’s “Ghost Recon: Advanced Warfighter;” appearing as 3-D character, national television correspondent, “Jena Barkley”
- Most nationally-acclaimed game of 2006 with an 18-million dollar budget, globally released from Ubisoft Headquarters in Paris, France, February 2006

2004-2005 **Outdoor Life Network/Fox Sports** **Reno, NV**
National Television Commentator and Host

- “Breeders’ Invitational” National Cutting Horse Show, for “America’s Horse”
- Host/Executive Producer of two annual national television specials featuring 800 riders competing for a two-million dollar purse in Reno, Nevada; productions sponsored by Wal-Mart and Coca-Cola corporations

Barker p.2

2002-Present Little Panini Productions Italy, Scottsdale, AZ

Host and Executive Producer

- Host / Producer for independent production company focused on Italian food and lifestyle book and television series project
- Talent/Writer: International (Industrial) Video Series: Gelato Production and Marketing

1998-2003 JM Performance Horses Warsaw, NC

Co-Owner, Breeding Manager

- Developed world-class cutting horse operation of 120-plus horses: breeding and raising; responsible for 25 brood mares; competing and showing annually at major national events in Texas, Colorado, Wyoming, Georgia, etc.

1992-1999 WECT – TV (NBC Affiliate) Wilmington, NC

Morning Show Anchor and Executive Producer

Weekend Anchor / Producer / Reporter

- Continually the number-one-rated morning and weekend newscasts in market
- Associated Press Awards for Investigative Reporting
- NBC's "Dateline"- Special Reports: Hurricane Fran; Experienced Environmental and Natural Disaster Anchor / Reporter: covering 4 Major Hurricanes
- Annual Ratings Driver for competitive reporting and shows
- Host/Producer: Life Watch Health Reports / Weekly cooking segments with Professional Chefs
- Host /Producer: Entertainment Segment; "Wilmington-On-Film" with Co-host Frank Capra, Jr./Director and President, Screen Gems Studios

1992 WBTV – TV (CBS Affiliate) Charlotte, NC

Overnight Anchor

- Anchored, produced, and reported hourly news breaks for 24-hour news team

1991-1992 WSOC – TV (ABC Affiliate) Charlotte, NC

General Assignment Reporter Trainee

- Reported breaking and issue-related news and features for daily newscasts; assisted producers for gathering show/news content

Barker Additional Information

Film Credits and Modeling

- Actress, Television Anchor, “Dawson’s Creek,” Warner Brothers Network, 1999
- Actress, Courthouse Reporter, “The Perfect Crime: The Joanne Jensen Story,” USA Network, 1997
- Principle Character Actress, Pre-production Trailer / Feature Film, “Pretty Girls”
- Photo Model: National Bank Campaign; various local fashion shows, print ads and campaigns

Awards / Recognition

- AP General News Award: Series on High School Coach Sexual Assault Case
- 1994 – 2002: Azalea Festival Master Arts Show: Founder and Chairperson
- Narrator for Mobile-On-site-Mammography video; Arizona, 2000
- Instructor’s Best Award: Kenan-Flagler School of Business: Chapel Hill, NC: New Enterprise Development
- Extensive broadcast-area speaking engagements and public appearances

Education

- University of North Carolina, Chapel Hill (School of Journalism)
- Double Major: Broadcast Journalism / Political Science: Bachelor of Arts
- MBA Coursework at Kenan-Flagler School of Business: Chapel Hill, NC

Interests

National Cutting Horse competitor / breeder, Certified Scuba Diver, Skier, Fly-fisherman, Fencer, (Junior Olympian), Extreme Food Enthusiast and Cook (Artisan Foods), Travel, Art Collecting, Design, Scouting/Salvage of Odd Collectibles, Domestic Arts, Italian and French Languages

