

# Justin Roth

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## Professional Summary

I believe weather goes beyond the forecast; it's about how the daily patterns impact you. That's why I manage weather spotters and answer viewers' questions, on top of my on-air responsibilities. When I was the Weekend Meteorologist, I created an educational class called "The Weather Class", where I taught students about the weather and answered weather questions to help them have a better understanding of weather in general. I won't shy away from exploring a new challenge, personally nor professionally.

## Work History

### KCWY, Evening Meteorologist

April 2017 – Present

Mills, Wyoming 82601

- Produce and present 5, 6, and 10 PM weather newscast.
- Update viewers on current conditions and help the people of Wyoming plan their day.
- Coordinate and plan weather to be out live in the field.
- Make weather-scheduling suggestions, based on upcoming forecast needs.
- Build new graphics and create lifestyle options to improve the on-air product for all shows.
- Occasional special reporting. Update all web video, text, and social media throughout the day.

### KCWY, Weekend Meteorologist/Reporter

April 2016 – April 2017

Mills, Wyoming 82601

- Delivered live reports from site of event using TVU packs.
- Arranged and edited interview footage for broadcast using Edius Pro 8, producing one PKG and two VOSOTs three days a week.
- Created an implemented KCWY Weather Class as an outreach and educational program for students within our DMA.

### WVLT Volunteer TV, Weather Intern

January 2016 – April 2016

Knoxville, TN 37912

- Prepared daily forecasts based on individual analysis of models and live weather data through various meteorological sources.
- Assisted the on staff Meteorologist when necessary on various occasions.

### Hertz Global Holding Inc, CI Manager

January 2015 – May 2015

Saint Louis, MO 63108

- Completed a Yellow Belt Project that lead to annual cost savings of \$250,000.
- Instrumental in designing continuous improvement projects to close key metric gaps and identify risks to the business.

### Hertz Global Holding Inc, Branch Manager

November 2012 – January 2015

O'Fallon, MO 63115

- Operated a \$1M grossing branch growing it 10% after implementing a new sales and marketing plan.
- Developed and maintained an effective marketing plan, obtaining new business, and increasing inventory turnover.
- Penetrated new markets to maximize revenue and increase customer base by 10%.

## Expertise

- **Weather Forecasting** – Complicated forecasting zones with varying terrain using various weather models and tools to interpret incoming weather.
- **Technology** – Experience with WSI Max, Livewire, and Max Prism, able to learn new software quickly.
- **Social Media** – Constant communication with viewers via Facebook and Twitter.
- **Web Posting** – Updated text and video postings via Clickability and Wordpress.
- **Apps** – Updated forecasts and sent “Push Alerts” for the local station.
- **Severe Weather Coverage** – Communicate current severe threat in a calm and clear fashion without becoming repetitive.
- **Station Representative** – Taught News 13's Weather Class to Elementary students, presented at School Safety Conference, and judge for Miss Wyoming Miss Teen Wyoming.

## Affiliations & Certifications

- National Weather Service (NWS) Certified Storm Spotter
- American Meteorological Society Member
- Spotter Network Certified Member
- Boy Scouts of America - Eagle Scout
- Six Sigma Yellow Belt Certified
- Six Sigma Green Belt Certified

## Education

Western Illinois University      May 2012

**BACHELOR OF SCIENCE**, Meteorology  
Minor in Broadcasting and Mathematics

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