



Brian Neudorff

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SUMMARY

Certified meteorologist with ten years of broadcasting and forecasting experience ranging from severe Midwestern storms to Great Lakes snow and an increased knowledge of tropical storms and hurricanes through online weather blog. Proven ability to deliver swift and accurate weather forecasts and information, through processing meteorological data. Innovative, energetic and personable broadcaster using creative graphics, and an easy to understand style to explain the weather and daily forecasts. A passion for going beyond the camera and incorporating social media and new technology to increase viewer loyalty, participation and as a tool to get important and necessary weather information out promptly. Successfully developed an online community through use of Twitter, Facebook and blogs and recognized as reliable and accurate resource for conveying critical weather information. Credentials include:

- **Certified Broadcast Meteorologist**, American Meteorological Society (2011)
- **Seal of Approval**, National Weather Association (2009)
- **Bachelor of Science**, Synoptic Meteorology, Purdue University

PROFESSIONAL EXPERIENCE:

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| WROC-TV (CBS) | Rochester, New York | 2008 – Present |
| Morning Meteorologist | | |
| <ul style="list-style-type: none"> • Create, produce and present weather forecast on-air for two hour local morning broadcast, and noon newscast. • Present continuous live coverage and storm tracking during severe weather events including radio updates, weather hotline, web site, and social media. • Accurately write and record weekday morning weather forecast for local radio station, weather phone, and online weather webcast. • Initiated station’s social media activity by acquiring buy-in from station leadership. Within 3 years, built a community of nearly 3000 followers on Twitter. Respected as station expert on social media issues. • Through social and new media increased viewership of WROC by providing personalized weather forecasts for western New York. • Developed and maintain original content for station web site, RochesterHomepage.net by creating daily forecasts, weather webcasts, weather content and weather blog. • Schedule and perform community outreach through public appearances, school visits and station tours to increase station awareness. | | |
| Editor/Blogger | Rochester, New York | 2004 – Present |
| NASCAR WX-Man and WX-MAN Musings | | |
| <ul style="list-style-type: none"> • Create and distribute weekly weather forecasts for all major NASCAR events through Twitter to over 3,000 followers across the country and world, and through NASCAR WX-Man. • Use Twitter and syndicated posts to communicate with NASCAR race officials, personnel, racing teams, media, fans and ticketholders to update, in real-time, weather related issues due to a personal sense of urgency and responsiveness. • Requested to provide weather forecasts for NASCAR related websites such as SBNation.com and 4Wide.com. • Weather forecasts featured by Pocono Raceway, Watkins Glen International and Atlanta Motor Speedway to update all interested parties in weather conditions that could impact race conditions. • Gather and verify factual information for reports on local, national and international weather events through personal weather blog. • Forecast and tracked impending tropical storms and hurricanes for blog readers outside of forecast area. • Created and manage a national morning meteorologist Facebook group allowing nearly 60 members a forum to share information not limited to just weather. | | |

WJET-TV (ABC)/ WFXP (FOX) Erie, Pennsylvania

2003 –2007

Weekend Meteorologist / IT/ Web Manager

- Create, produce and present weather forecast on-air for all weekend newscasts.
- Present continuous live coverage and storm tracking during severe weather events including radio updates, weather hotline, and web
- Developed and created unique and original content for YourErie.com resulting in its timely and successful launch Spring, 2007.
- Recognized as Employee of the Month for work and time spent on launch of YourErie.com
- Served as key point of contact for all staff on technical issues. Troubleshoot and resolved within Windows OS, Avid iNews and other web-based systems.
- Created and designed graphics on Accuweather Galileo for all weather shows.
- Served as fill-in meteorologist for other newscasts when needed.

KFYR-TV NBC

Bismarck, North Dakota

2001 –2002

Weekend Meteorologist / Reporter / Photographer.

- Create, produce and present weather forecast on-air for all weekend newscasts.
- Present continuous live coverage and storm tracking during severe weather
- Arranged and conducted interviews and wrote content for stories on Environmental and Technical issues increasing breadth of experience.
- Wrote and edited "Ask the Meteorologist", an on-air segment designed to increase viewership and viewer loyalty.
- Operated video camera to cover stories which ensured video footage was always available for stories.

EDUCATION AND CERTIFICATIONS

Bachelor of Science, Synoptic Meteorology, Purdue University

- Certified Broadcast Meteorologist - #527, American Meteorological Society (2011)
- Seal of Approval from the National Weather Association (2009)

TECHNICAL SKILLS

- BUFKIT, WeatherTap, AccuWeather Professional, GRLevel3 Radar, Google Earth
- Microsoft Office
- Website development (HTML), Wordpress, Blogger, Facebook, Twitter, LinkedIn, social bookmarking
- Operating Systems: Windows and UNIX

TV STATION COMPUTER SYSTEMS

- Weather Central: Live & 3DLive
- Accuweather : SelectWarn Radar and Galileo
- Barons VIPIR, FasTrac, & Stormwarn
- Avid iNews (System Operator), DCM, ENPS.

PROFESSIONAL MEMBERSHIPS

- Member of American Meteorological Society
- Member of National Weather Association

OTHER ACTIVITIES/SPEAKING ENGAGEMENTS

- Selected local ambassador family for Rochester, NY March of Dimes March for Babies, 2010
- Selected local ambassador family and EMCEE for Steve Tasker Charity Golf Tournament, 2008-2009
- Two Time Guest Panelist on Weather Brains, weekly weather podcast