

# LORIANA HERNANDEZ-ALDAMA

on-air anchor/ voice over talent/inspirational speaker/cancer

## Profile

Multi-platform, personality driven news anchor/show host/voiceover talent/producer/writer / blogger and inspirational public speaker. Whatever Loriana works on, she brings her 'A' game. Loriana brings 20+ years of anchoring and reporting, both locally and on a network level, as a primetime anchor and morning show personality, hard news and upbeat informative cutting edge health and fitness reporting. Whether it's moderating debates on controversial topics making international news, covering elections or having fun on a morning show with a variety of guests, Loriana is THE multi-platform journalist you need on your team.

Loriana has the pulse of the community and social media with her thought provoking posts and constant viewer engagement. This strong-willed national health and wellness reporter turned cancer survivor is the proud founder of the **ArmorUp Campaign**, a movement to inspire people globally to change their lives through diet, exercise and lifestyle so they can prepare for battle in the event cancer knocks. Loriana also Founded a non-profit to help families affected by autism.

## professional experience

### **ArmorUp Campaign, Inspirational Speaker/Columnist, DC/MD/VA/TX** **January 2014-Current**

Volunteer Public Speaker for The Leukemia & Lymphoma Society

Volunteer Public Speaker for Be The Match

ArmorUp Media Well Being Columnist, The Liberty Project

- Connect with potential financial donors about the desperate need for funding to help patients survive
- Serve on the silent auction committee with a goal to raise 300k with silent auction items
- Boost bone marrow donor registry through powerful and inspirational speaking engagements
- Well Being writer to inspire readers to ArmorUp in their daily life & change life through diet, exercise, lifestyle
- Corporate wellness inspirational speaker

### **FOX 7 Good Day Austin Anchor/Morning Show Personality, Austin, TX** **2013-January 2014**

Anchored 430-10am Good Day Austin and Noon newscast

### **FOX 7 Primetime Anchor/Reporter/Fox Natl Health & Wellness Reporter** **2006-July 2013**

Anchored the 5pm and 9pm Primetime newscasts.

- Strong storyteller- very good at taking complex news stories and turning them into interesting compelling TV.
- Enterprise local and national health stories for KTBC and all FOX Owned and Operated stations
- Creator of various sponsored fitness segments to rally the community including "Get Fit for Free"
- Enterprise, produce and write in daily newscasts
- Hosted, produced and booked guests for shows based on trending topics of the day
- Produced hour health specials to share with Fox Owned & Operated Stations
- National health stories for KTBC and all FOX Owned and Operated stations
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## professional experience (continued)

### **Maggie's Hope Non-Profit, Founder/Director/ Wellness Reporter, 2009-Dec 2013**

Founded Maggie's Hope after a cry for help from countless families across the country who said that the current non-profits were only spending funding dollars on research and no one was helping families TODAY. I stepped up, poured my heart and soul into a foundation of love for those with special needs, rallied the troops and raised money for countless families. Maggie's Hope showed growth year after year but was closed down when cancer knocked on my door and the tables were turned. I needed help.

- Recognized on the Texas Senate floor at the State Capitol for all the work of "Maggie's Hope" and countless families we helped: The state recognizes April 4th every year as Maggie's Hope Day
- Expanded the organizations vision, reach and mission to also help children in need beyond Texas
- storyteller- very good at taking complex news stories and turning them into interesting compelling TV.
- Created, managed and developed marketing brand and advertising budget
- Exceeded fundraising goals, inspiring staff and volunteer participation
- Recruited and engaged a diverse audience to support fundraising for Maggie's Hope
- Event planner for various fundraisers from galas to 10k run/ride, generating more than 100k

### **NBC 5, KXAS, Weekend Anchor/Reporter, Dallas & Ft. Worth, TX 2003-2006**

Weekend morning anchor & primary fill-in anchor for all newscasts and breaking news reporter

- Co-hosted the Jerry Lewis telethon live with Jerry Lewis and colleagues.
- Hosted various health and wellness forums/lectures
- Hosted weekly Latino one-hour special "El Puente"
- Collaborated with various young Latina organizations
- Emceed fundraisers for causes ranging from the Heart Association, JDRF, Autism Speaks, Latina

### **NBC, KSEE 24, Evening anchor/Breaking news & Health & Wellness Reporter 1998-2003**

Anchored the 5pm evening newscasts and served as a 11pm breaking news reporter

- Hosted community forums and lectures on total body health
- Generated enterprise story ideas

### **CNN, CNN en ESPANOL, CNN HEADLINE NEWS, Atlanta, GA 1992-1998**

Started as an intern and left as an anchor.

- Full-time fill-in Anchor for CNN Headline News, Airport Network and Reporter
- Host of CNN NEWSROOM
- Report for CNN on feature stories
- Write, produce, book guests, and assist on the assignment desk

## education

University of Georgia, Bachelor of Business Administration, Focus: International Law, 1995

# LORIANA HERNANDEZ-ALDAMA

## community

The Leukemia & Lymphoma Society, Inspirational Speaker

Be The Match, Inspirational Speaker & Advisory Board Member

The American Heart Association, emcee & spokesperson

Maggie's Hope, Founder, spokesperson

Autism Speaks, Speaker, spokesperson, volunteer fundraiser

MDA, Telethon Host, emcee, spokesperson

JDRF, emcee, spokesperson

Food Allergy Network, event walk emcee, fundraiser

## organizations

National Association of Hispanic Journalists

## references

Available upon request