

ROB HASWELL

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SUMMARY

Award-winning broadcast and digital media strategist with 20+ years of experience leading content, programming, and audience strategy across local, national, and streaming platforms. Proven record of driving digital transformation, managing cross-functional teams, and expanding reach through data-driven storytelling and brand innovation. Holds a Master's in Media Management with a concentration in Digital Media. Passionate about integrating legacy broadcast excellence with emerging OTT and cross-platform technologies.

EXPERIENCE

Fox Television Stations — Executive Producer | Chief Meteorologist (2005 - Present)

- Lead content strategy and multi-platform programming for weather, science, and community storytelling across broadcast, digital, and streaming channels.
- Oversaw team operations, graphics systems, and brand execution for a #1-rated local news operation.
- Created and launched a daily digital series and a regional science podcast, increasing cross-platform engagement by over 200%.
- Collaborated with network teams to help brand and launch Fox Weather, shaping data-driven storytelling workflows.
- Developed analytics-based audience growth strategies integrating social engagement, SEO, and visual design.

Nexstar Media Group — Executive Producer | Morning Meteorologist (2003 - 2005)

- Produced and co-anchored a market-leading morning program combining news, lifestyle, and weather content.
- Coordinated rundowns, live hits, and production schedules across departments to ensure seamless on-air execution.
- Served as Co-Executive Producer for an award-winning international broadcast and led daily digital rollouts.

Pelmorex Corp. - The Weather Network — Executive Producer | Weather Anchor (1998 - 2003)

- Executive Producer of the flagship program "Today in Weather History."
- Anchored national live broadcasts reaching millions of viewers daily.
- Directed special programming and scheduling for seasonal and severe weather coverage.
- Partnered with research teams to guide future programming and performance analysis.

**Stuart Entertainment - The Link — Assistant Program Manager
(1998 - 2000)**

- Oversaw development and scheduling of national in-venue entertainment content across multiple markets.

**Corus Radio - CING-FM - News Director
(1996-1998)**

- Directed newsroom operations, story selection, and brand identity strategies.
- Managed station demographics, content targeting and editorial standards.

EDUCATION

Arkansas State University – Master of Science, Media Management / Digital Media
(Kappa Tau Alpha Honor Society)

Graduate School USDA – Graduate Certificate, Meteorology

Toronto Metropolitan University – Bachelor of Arts, Media & Communications

CERTIFICATIONS

AMS Certified Broadcast Meteorologist

NWA Seal of Approval

CMOS Endorsement

Google Ads Creative Certification

Hootsuite Social Media Certification

CORE SKILLS

Digital & Social Media Strategy | Broadcast & Streaming Production | Team Leadership |
Multiplatform Content Development | Data-Driven Storytelling | SEO & Analytics | Audience Growth
& Engagement | OTT / CTV Strategy | Brand Management | Visual Narrative Design | Project
Management | Science Communication