

JASON NAPPI

AMS CERTIFIED BROADCAST METEOROLOGIST | DIGITAL WEATHER LEADER

Bixby, Oklahoma | Available to Relocate | hello@jasonnappi.com

[BROADCAST REEL](#) | [JASONNAPPI.COM](https://jasonnappi.com)

PROFESSIONAL PROFILE

AMS Certified Broadcast Meteorologist (CBM #627) with more than 24 years of experience forecasting and presenting weather across television, streaming, social media, web and mobile. Former chief meteorologist with extensive live coverage of hurricanes, tornado outbreaks, flash floods, winter storms and rapidly changing severe weather. Combines trusted on-air communication with a proven ability to build digital audiences, create clear weather graphics and deliver urgent, useful forecasts across platforms.

SELECTED IMPACT

81K Facebook followers | 100K+ total social followers
14M+ monthly views | 650K+ explainer views

CORE CAPABILITIES

Broadcast Meteorology | On-Air Anchoring | Severe & Breaking Weather | Digital Streaming | Weather Graphics & Storytelling | Crisis Communication | Multiplatform Forecasting | Social Media & Audience Growth | Weather-Team Leadership

PROFESSIONAL EXPERIENCE

Founder & Certified Meteorologist | JASON NAPPI WEATHER

New England focused, Maine first | December 2024 - Present

- Produce and present daily regional forecasts, live breaking-weather coverage and digital weather programming across web, mobile, social media, email and YouTube.
- Built an independent multiplatform weather service that translates complex model guidance, forecast uncertainty and local impacts into clear, actionable information.
- Grew the Facebook community to 81,000 followers and the total social audience beyond 100,000 while generating 14M+ monthly views through timely forecasting, explainers and severe-weather coverage.
- Direct the platform's editorial, graphics, live coverage and streaming strategy while building a trusted direct relationship with the audience.

Multimedia Meteorologist | WCSH-TV / WLBZ-TV

Portland & Bangor, Maine | May 2022 - July 2024

- Produced and anchored accurate, audience-focused forecasts across linear television, streaming, social media and digital platforms for viewers throughout Maine.
- Delivered live coverage and preparedness messaging during high-impact storms, including Hurricane Lee, flooding, winter weather and rapidly changing severe-weather threats.
- Created digital forecast explainers that generated more than 650,000 views and helped drive more than 10 million audience impressions across platforms.
- Produced Hurricane Lee coverage that reached YouTube's worldwide trending list, extending the station's weather reach well beyond the traditional newscast.
- Built viewer trust through calm, conversational forecasting that clearly communicated timing, impacts, confidence and what audiences needed to know next.

Chief Meteorologist | KADN-TV / KLAF-TV

Lafayette, Louisiana | April 2019 - April 2022

- Led the station's weather operation and served as the primary on-air authority during hurricanes, tornado outbreaks, flash floods and other high-impact Gulf Coast events.
- Directed extended live coverage during Hurricanes Laura, Delta and Ida, coordinating urgent forecast messaging across television, streaming, web and social platforms.
- Produced clear, compelling weathercasts and graphics that emphasized storm timing, community impacts, preparedness and forecast confidence.
- Guided and mentored meteorologists and producers while coordinating weather coverage with newsroom leadership under tight deadlines.
- Strengthened audience engagement, viewer loyalty and ratings performance through trusted, community-centered forecasting and storytelling.

Multimedia Meteorologist | WSPA-TV

Spartanburg, South Carolina | October 2014 - October 2017

- Produced and presented daily forecasts across broadcast and digital platforms for the Carolinas and southern Appalachians.
- Delivered live severe-weather and breaking-news coverage while translating rapidly changing information into clear viewer guidance.
- Expanded audience engagement through community-focused storytelling and early social-media live-streaming initiatives.

Multimedia Meteorologist | WJBF-TV

Augusta, Georgia | April 2012 - October 2014

- Produced and presented daily television and digital forecasts while covering severe storms, flooding and major regional weather events.
- Created concise, locally relevant weather stories and worked closely with producers to support breaking-news coverage across platforms.

EARLIER BROADCAST EXPERIENCE

Chief Meteorologist | WOAY-TV - Oak Hill, West Virginia | November 2009 - March 2011

Meteorologist | WMTW-TV - Portland, Maine | February 2007 - November 2009

Meteorologist | WMUR-TV - Manchester, New Hampshire | October 2006 - February 2007

Meteorologist | WETM-TV - Elmira, New York | July 2004 - August 2006

Weather Producer | WPIX-TV - New York, New York | July 2002 - July 2004

EDUCATION & CERTIFICATION

Bachelor of Science in Meteorology | State University of New York at Oneonta | May 2002

American Meteorological Society - Certified Broadcast Meteorologist (CBM #627)