

Sierra Artemus is a Columbia, South Carolina native and accomplished media professional with a multifaceted background in broadcast journalism, content strategy, and brand marketing. She currently works as a Multi-Media Coordinator for the South Carolina Department of Veterans Affairs and Media Specialist, serving as a voice actor, public speaker, and consultant, helping individuals and organizations amplify their brand presence

A graduate of Richland Northeast High School and licensed cosmetologist, Sierra began her professional journey in esthetics before earning her associate degree from Midlands Technical College and a bachelor's degree in broadcast journalism with a minor in business and marketing from the University of South Carolina. Early in her career, she gained experience through writing, radio, and freelance media work.

Sierra's television career includes producing and hosting roles at WOLO 25 / ABC Columbia, WACH FOX 57, and WIS News 10, where she helped launch and lead the lifestyle programs Soda City Live and Soda City Living. In 2021, she launched her podcast SiTV, featuring inspiring conversations with business and community leaders. She also served as co-host of USC's alumni newsletter Inside Carolina and has been featured as a trusted host and interviewer across multiple platforms.

A passionate advocate for mental health, youth empowerment, and underserved communities, Sierra serves on the board of The Therapy Place, Inc. and continues to use her platform to drive awareness, uplift others, and foster meaningful connections. Known for her creativity, leadership, and authenticity, Sierra is also a proud foodie, beach lover, and dedicated community volunteer.