

Tabitha Corley

Contact

864-978-7319

tabitha.corley@gmail.com

www.linkedin.com/in/tabithacorley

www.tabithacorley.com

Skills

- Cameras: DSLR, Blackmagic, iPhone
- Editing: Photoshop, Lightroom, VSCO, Rush, Premiere, Wibbitz
- Digital Media Trends/Social Media Strategy: Facebook, Instagram, Twitter, TikTok, YouTube
- Social Media, Web Analytics: Chartbeat, Parsley, CrowdTangle, Omniture
- Marketing & Entertainment Trends
- Copywriting, Copyediting
- Search Engine Optimization (SEO)
- Content Management Systems (CMS)/Data Asset Management: Lakana, Adobe Experience Manager (AEM)
- Email Marketing Campaigns
- Editorial (News) Judgement
- Creative, Inclusive Storytelling
- Organized
- Collaborative
- Detail, Deadline-Oriented

Accomplishments

- RTDNAC Best Website (Spectrum News)
- Increased J. Anthony Brown's product sales by 105 percent in 6 months
- Boosted ESSENCE's video output
- Shot, posted Spectrum News NC's most-engaging posts on Instagram
- Helped WLTX-TV reach number 1 in DMA on social media
- Helped jumpstart TEGNA's "HeartThreads" Facebook page
- Article featured on USAToday.com

Education

Diversify Social Media Program (2020)

Winthrop University (2015)

B.A. Mass Communication

Minor: Spanish

Studied Abroad (2014)

San Jose, Costa Rica

Creative Media Producer Summary

Tabitha is passionate about creating and sharing intentional and authentic digital content that tells a story and performs well with the KPI to prove it. Able to identify creative and original ways to share messages on social media using copy and visuals that hook viewers in leaving them no other choice than to engage across various platforms. With a love for entertainment, internet culture, and amplifying multicultural content, she is looking for an opportunity to find a home with the support and resources to do amazing work.

Media Experience

Assistant Video Editor, ESSENCE Communications (Contract)

April 2021 – Present

New York, New York (Remote)

- Produce highly-engaging video content daily that boosts viewership on ESSENCE.com and its social media handles about pop culture, company initiatives, franchises, and virtual events/awards shows coverage: Black Women in Hollywood, The Receipts, I Am Speaking, and ESSENCE Festival of Culture receiving 6 billion impressions online
- Collaborate with staff while pitching, recording and editing premium short form and long form content: celebrity interviews, junkets, promos, virtual events, and opinion pieces by adding music, sound effects, graphics and artwork to enhance content for viewership

Digital Content Producer, Spectrum Networks

September 2017 – March 2022

Charlotte, North Carolina

- Collaborate with teams to develop digital strategies supporting linear programs including podcasts covering entertainment, politics, sports, and lifestyle/human interest stories for streaming customers in North Carolina and across Spectrum Networks
- Shoot and edit visually appealing photos and videos for website, app, and social media using Adobe Creative Suite
- Track and manage social media platforms while increasing engagement by 18% on Twitter, by 48% on Instagram, and 73% on Facebook since previous year based on data reports
- Apply SEO techniques to generate up to 300,000 clicks to website and app by writing, copyediting, and posting accurate news stories with multi-media components: photos, graphics, videos, and embedded social media content
- Broaden reach of content by disseminating push notifications, email newsletters, text alerts, and email alerts

Digital Media Manager, J. Anthony Brown's Hotter Than A MoFo (Contract)

October 2020 – October 2021

Los Angeles, California (Remote)

- Substantially increase sales using paid/organic social media advertising and email campaigns
- Post and create content (photos, videos, and graphics) for optimal use across various digital platforms: Shopify, Mail Chimp, Facebook, Instagram, TikTok, and Twitter
- Identify and engage with target online audience to increase brand awareness and potential sales
- Manage budget for ads and track social media analytics

Radio Segment Producer, Jacque Reid Media

May 2016 – October 2017

New York, New York (Remote)

- Researched and pitched story ideas for the 'Inside Her Story' segment on the "Tom Joyner Morning Show"
- Used social media and internal contacts book expert, high-profile guests for the 10-minute lifestyle segment focusing on African-American women and women's issues reaching 8 million listeners across urban radio stations
- Prepared talent by conducting pre-interviews and addressing any concerns before live, on-air interviews

Digital Content Producer / Assignment Desk Editor, WLTX-TV

November 2015 – August 2017

Columbia, South Carolina

- Helped team reach number one on social media in DMA by coordinating, shooting, editing, and posting content receiving 50,000 views on YouTube and up to 13,000 engagements with more than 3 million views on Facebook
- Assisted with special projects by creating online photo galleries using original photos and user-generated content
- Disseminated push notifications and text alerts to mobile devices to boost the reach of digital content on the app
- Scoured internet for viral stories to post on wltx.com and share to other TEGNA stations and Gannett newspapers
- Coached and traveled with on-air talent and photographers to improve content visibility and brand awareness
- Maintained and built relationships with local and federal agencies to provide breaking news to viewers
- Pitched and assigned story ideas to reporters and photographers to fill shows with informative content



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Portfolio Links

- [Social Media Posts](#)
- [Creative Videos](#)
- [Photography](#)
- [Reels](#)
- [Multi-Media Stories](#)
- [Other Published Stories](#)