

# **T**abitha Corley

## Contact

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[www.tabithacorley.com](http://www.tabithacorley.com)

## Skills

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

## Accomplishments

- Shot, posted Spectrum News NC's most-engaged posts on Instagram
- Helped WLTX-TV reach number 1 in DMA on social media
- Helped jumpstart TEGNA's "HeartThreads" Facebook page
- Article featured on [USA Today.com](http://USA Today.com)
- Scholar: South Carolina Broadcasters Association, Radio Television Digital News Association of the Carolinas, and Larry Timbs Landmark Diversity

## Education

Winthrop University (2015)

Rock Hill, SC

B.A. Mass Communication

Minor: Spanish

Studied Abroad (2014)

La Universidad Veritas

San Jose, Costa Rica

## Creative Producer Summary

Tabitha is passionate about creating intentional digital content (videos, photos, and more) that builds a community while yielding positive engagement and boosting brand awareness with the ROI to prove it. Able to identify creative and original ways to share relatable messages on social media using copy that hooks in viewers leaving them no other option than to engage across various platforms. With a love for pop culture and amplifying diverse content, she's currently looking for progressive opportunities in Los Angeles, CA or New York, NY.

## Media Experience

### **Freelance Videographer/Photographer /Independent Contractor/Volunteer**

**June 2015 – Present**

#### Various Locations

- Previous Contracts: Complete Weddings+Events, J. Anthony Brown Radio Show, National Association for the Advancement of Colored People (NAACP), American Black Film Festival (ABFF), Black Girls Rock, ESSENCE Festival, and other local/national organizations

### **Digital Content Producer, Spectrum Networks**

**September 2017 – Present**

#### Charlotte, North Carolina

- Collaborate with teams to develop digital strategies supporting linear programs covering entertainment, lifestyle, politics, and more for Spectrum streaming customers in North Carolina and across Spectrum Networks
- Track and manage social media platforms while increasing engagement by 18 percent on Twitter, by 48 percent on Instagram, and 73 percent on Facebook since previous year based on insights and other data reports
- Generate thousands of clicks to website and app by writing, copyediting, and posting informative news stories containing multi-media components: photos, graphics, videos, and embedded social media content
- Broaden reach of stories by disseminating email newsletters, text alerts, and email alerts to mobile devices
- Shoot and edit visually appealing photos and videos for website and social media using Adobe Creative Suite
- Take an active role in daily editorial meetings by updating newsroom on what is bubbling online and performing well

### **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 syndicated "Tom Joyner Morning Show"
- Used social media and internal contacts to schedule and book expert, high-profile guests for the 10-minute lifestyle segment focusing on women of color and women's issues
- Prepared talent by conducting pre-interviews and addressing any concerns before live, on-air interviews

### **Digital Content Producer, WLTX-TV**

**November 2015 – August 2017**

#### Columbia, South Carolina

- Helped the station reach number one on social media in DMA by coordinating, shooting, editing, and posting content on Facebook receiving up to 13,000 engagements and more than 3 million views
- Monitored and managed several social media platforms: Twitter, Facebook, Instagram, and Snapchat
- 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](http://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

### **Assignment Desk Editor**

- Planned day-to-day content by monitoring emails, wire services, scanners, newsroom telephone, and social media
- Communicated with law enforcement and local/federal agencies to provide breaking news to viewers
- Pitched and assigned story ideas to reporters and photographers to fill shows with informative content
- Networked and built relationships with local public figures and law enforcement

### **Television Production Intern, NBCUniversal "New York Live"**

**June 2014 – August 2014**

#### New York, New York

- Helped produce entertainment and lifestyle segments by writing out scripts and assisting high-profile, celebrity guests before in-studio live and taped interviews
- Snapped photos used on social media and staged equipment while on shoots and red carpet events
- Managed music clearances by completing cue sheets