

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 Judgement
- Creative, Inclusive Storytelling
- Organized
- Collaborative
- Detail, Deadline-Oriented

Accomplishments

- 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)

Rock Hill, SC

B.A. Mass Communication

Minor: Spanish

Studied Abroad (2014)

La Universidad Veritas

San Jose, Costa Rica

Creative Media Producer Summary

Tabitha is passionate about creating and sharing intentional digital content that tells a story that 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 Black entertainment, pop culture, and amplifying diverse content, she looking for an opportunity to drive culture.

Media Experience

Assistant Video Editor, ESSENCE Communications (Contract)

April 2021 – Present

New York, New York (Remote)

- Produce daily video content boosting viewership on ESSENCE.com and its social media handles about pop culture, company initiatives, franchises, and virtual events/awards shows coverage: ESSENCE Festival of Culture, Black Women in Hollywood, and I Am Speaking
- Collaborate with staff while pitching and editing non-linear short form and long form celebrity interviews, junkets, virtual events, and opinion pieces by adding music, sound, graphics and artwork to enhance content

Digital Media Manager, J. Anthony Brown's Hotter Than A MoFo Products (Freelance) October 2020 – Present **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

Digital Content Producer, Spectrum Networks

September 2017 – Present

Charlotte, North Carolina

- Collaborate with teams to develop digital strategies supporting linear programs 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 stories by disseminating push notifications, email newsletters, text alerts, and email alerts
- Take an active role in daily editorial meetings by updating newsroom on what is bubbling online and trending

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 women of color 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
- 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



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Portfolio Links

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