

# Tabitha Corley

## Contact

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## Skills

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

## Accomplishments

- Helped boost ESSENCE's video output by 45% yielding more video views
- Increased J. Anthony Brown's product sales by 105% in 6 months
- 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](http://USAToday.com)

## Education

Diversify Social Media Program

Winthrop University

Rock Hill, SC

B.A. Mass Communication

Minor: Spanish

Studied Abroad in Costa Rica

La Universidad Vertitas

## Creative Media Producer Summary

Passionate about creating and sharing intentional digital content that tells a story and performs well with the KPI to prove it. More than capable of identifying creative and original ways to share messages using visuals and copy that hook viewers in leaving them not choice but to engage across various platforms. A deep love for creating inclusive and diverse content, internet culture, and entertainment.

## Media Experience

### Gift of Tab Media LLC, Owner

Charlotte, North Carolina

#### • Video Livestream Editor, St. Paul Baptist Church (Freelance)

March 2022 – Present

Charlotte, North Carolina

- Edit and upload video content to church's digital channels on Vimeo, Facebook, Youtube, and church's website using Streamyard

#### • Assistant Video Editor, ESSENCE Communications (Contract)

April 2021 – Present

New York, New York (Remote)

- Daily produce video content receiving up to 6 billion impressions online that boosts viewership on [ESSENCE.com](http://ESSENCE.com) and its social media handles (7+ million followers) about news in pop culture, company initiatives, franchises, virtual events, and awards shows: ESSENCE Festival of Culture (the largest festival in the country), Black Women in Hollywood, Fashion House, Hollywood House, and more while traveling when necessary
- Collaborate with staff while pitching and editing non-linear, short-form and long-form videos: celebrity interviews, junkets, virtual events, red carpet, and opinion pieces by adding music, sound, graphics and artwork to enhance content in digital spaces

#### • Digital Media Manager, Hotter Than A MoFo Products (Freelance)

October 2020 – October 2021

Los Angeles, California (Remote)

- Substantially increased sales by identifying and engaging with target audience using organic and paid social media posts and email campaigns
- Managed budget for ads and track social media analytics
- Created and posted content (photos, videos, and graphics) for optimal use across various digital platforms: Shopify, Mail Chimp, Facebook, Instagram, TikTok, and Twitter

#### • Radio Segment Producer, Jacque Reid Media (Freelance)

May 2016 – October 2017

New York, New York (Remote)

- Researched and pitched ideas for the 'Inside Her Story' segment on the nationally syndicated "Tom Joyner Morning Show"
- Booked expert and celebrity guests for the 10-minute lifestyle segment focusing on women of color and women's issues reaching 8 million listeners across urban radio stations
- Prepped talent by conducting pre-interviews and addressing concerns before live, on-air interviews

#### Digital Content Producer, Spectrum Networks

September 2017 – March 2021

Charlotte, North Carolina

- Collaborated 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 networks
- Shot and edited photos and videos for website, app, and social media using Adobe Creative Suite while increasing engagement by 18% on Twitter, by 48% on Instagram, and 73% on Facebook
- Applied SEO techniques to generate up to 300,000 clicks to website and app by writing, copyediting, and posting news stories with multi-media components: photos, graphics, videos, and embedded social media content
- Broadened reach of content by disseminating push notifications, newsletters, text alerts, and email alerts

#### Digital Content Producer / Assignment Desk Editor, WLTX-TV

November 2015 – August 2017

Columbia, South Carolina

- Helped the CBS-affiliate reach number one on social media in DMA by pitching, assigning, coordinating, shooting, writing, editing, and posting content receiving more than 3 million views on Facebook and up to 13,000 interactions
- Traveled to collaborate on special projects by creating 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
- Communicated with law enforcement and local/federal agencies to provide breaking news to viewers



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## Portfolio Links

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