

KIERRA COTTON

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KierraCotton.com

MULTIMEDIA CONTENT PRODUCER

PROFILE

I am a motivated media professional in search of a full-time position that will all afford me new experiences and continued growth. I am hoping to join a team that allows me to creatively express myself and apply my knowledge and skills while continuing to evolve as a journalist.

EXPERIENCE

DIGITAL REPORTER

WKYC - TV 3 | October 2020 - Present

- Pitches story ideas daily
- Writes 3-story hits for live delivery in the 5 p.m. news cast
- Reports news stories for digital broadcast, describing the background and details of events
- Demonstrate compelling storytelling using dynamic live shots and stand-ups

DIGITAL CONTENT PRODUCER

WKYC - TV 3 | July 2016 - October 2020

- Create and edit 5-10 pieces of digital content daily for market 19 television station
- Upload content to station's website using a content management system
- Cover a wide range of topics, including breaking and local news, crime and court proceedings, health and fitness, dining, travel, and entertainment.
- Manage social media (Facebook, Twitter, Instagram, Snapchat) accounts and maintain consistent posting schedule
- Analyze audience engagement using Google Analytics, Chartbeat and Crowdtangle
- Remain in tune with trends and community happenings to pitch story ideas
- Collaborate with reporters on web elements daily

CREATIVE DIRECTOR, HOST

THE R3MIX | September 2018 - September 2019

An original bi-weekly digital talk show featuring creatives sharing their journey, thoughts on the music industry

- Research and gather information on show guests, their lives and interests
- Interview show guests
- Edit video, audio content for episodes using Edius
- Create graphics using Photoshop
- Uploaded interviews to YouTube, website averaging approximately 138 views per episode
- Promote content across social media platforms (Facebook, Instagram, Twitter)

SOCIAL MEDIA COORDINATOR

Fight Like A Girl | May 2018 - Nov 2018

- Updated website using CMS (Wordpress)
- Created on-brand content, print ready marketing collateral
- Created 10-20 original graphics weekly for social media posting
- Created, implement social media strategy
- Edited, proofed audience submitted content
- Managed social media accounts (Facebook, Instagram, Twitter)

SKILLS

- Search Engine Optimization
- Google Analytics
- Crowdtangle
- Chartbeat
- ENPS
- Edius
- Photoshop
- Content Management Systems (TEGNAOne, Wix, WordPress)
- Social media strategy
- Video Editing
- Web content development
- Copy writing
- Facebook, YouTube, Instagram, Twitter, Snapchat, TikTok

AWARDS

NATAS LOWER GREAT LAKES CHAPTER

- 2019 Emmy Award Winner
- East Cleveland House Explosion
- 2020 Emmy Award Winner
- Tragedy in Dayton

ORGANIZATIONS

- National Association of Black Journalists
- Press Club of Cleveland

EDUCATION

BACHELOR OF SCIENCE MAJOR IN JOURNALISM

E.W. Scripps School
Ohio University | 2012-2016