

Adeja Shivonne

Adeja's Reel

adejashivonne.com

(908) 764 9022

Associate Producer—Atlanta, GA
CNN

September 2019—Current

- Pitch news stories, find visual elements for stories, vet accuracy, and code elements into iNews for air
- Produce, cut, and edit VOs, SOTs, packages and create graphics using Viz on tight deadline for live television

Media Producer/Specialist – New Brunswick, NJ
Rutgers University

September 2018—December 2018

- Produce original content for the University's social media pages, including video and photography using Adobe Suite
- Participate in creative and strategic brainstorming sessions lead by Vice Chancellor to launch social media campaigns and pitch ideas

Social Media Curator—Lowell, MA
University of Massachusetts Lowell

January 2017—June 2018

- Write, edit and produce stories for multiple platforms, including Snapchat, Instagram and Facebook University @UMassLowell channels
- Highlights: Increased following and viewership rates by more than 50% in a two-day Snapchat takeover.

General Assignment Reporter - New York, New York
Newsday/amNewYork

June 2017—September 2017

- Write and produce 3-4 news stories each day on crime, entertainment, food and more in New York city
- Increased traffic by 10% on amny.com and social media channels

Student Correspondent, Presidential Inauguration – Washington, D.C.
The Washington Center

January 2017

- Cover Capitol Hill, presidential inauguration 2017 and the 2017 Women's March
- Edit footage to create videos for multimedia platforms including Facebook and Twitter

Political Intern Reporter – Philadelphia, PA
AFP-TV

July 2016—August 2016

- Cover the 2016 DNC speeches, roll call and nomination o
- Write, edit and produce news stories for multiple platforms, including social media and live streaming channels

Skills

- Web content design and web coding
- iNews and Viz Pilot coding
- Newsgathering and camera operation (Canon XF300 and alike)
- Adobe Suite, Final Cut Pro, Avid

Education

- M.A., Public Policy | University of Massachusetts '18
- B.A., Magna Cum Laude | English Journalism, Minors in Political Science and Digital Media | *University of Massachusetts '17*

Honors & Awards

Convocation Speaker 2020
Commencement Speaker 2017
Graduate Fellowship 2017-2018
English Honor Society (Sigma Tau Delta)
Political Honor Society (Pi Sigma Alpha)

Organizations

- National Association of Black Journalists
- National Association of Broadcasters