

SKYE RAY - Media & Communications Expert

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EXPERIENCE

Communications Manager (May 2022-Present) – Communications Specialist (July 2021 - May 2022)
Partnership for Southern Equity | Atlanta, Ga | July 2021 - Present

- Develop and execute new strategic communications plans to increase the organization's brand and work visibility. Increased engagement across social media platforms by 38% and email open rates by 35%.
- Create, write, and edit various communications materials, including internal and external correspondence, such as social media campaigns, newsletters, promotional videos, press releases, website editing, and articles.
- Pitch and publish news articles, magazine features, podcasts, and tv network interviews with local and national media outlets.
- Manage communications team by providing daily motivation, leading meetings, leading and assigning roles for communications-related projects listed above, and analyzing data from content campaigns.

News Producer – WTOG-TV | Savannah, GA | May 2020 - April 2021

- Evaluated and researched information from press releases, news wires, social media, and police scanners to determine relevant and impactful stories for the most watched morning newscast in the Savannah TV Market, with an average of 14,000 views.
- Simplified and translated complicated issues daily, writing copy for TV, web, and social media on strict deadlines.
- Edited videos and created eye-catching graphics for broadcasts with precision and attention to detail.

Assignment Assistant – WWL-TV | New Orleans, LA | January 2019 - April 2020

- Field produced for special newscasts, crafting rundown and guiding coverage on-scenes.
- Generated and pitched new story ideas.
- Wrote clear and concise copy for broadcasts, web, and social media.
- Communicated with local and state officials during breaking news segments to gather and disseminate information to the public quickly.

Producer/Reporter – The Maroon | New Orleans, LA | December 2016 - March 2020

- Shot/edited videos and wrote copy for stories on Loyola's daily and weekly newscasts.
- Pitched and reported local, national, and entertainment pieces for print and broadcast publications, increasing viewership by 150%.

Teen Perspective 2News Reporter – WMAR-TV | Baltimore, MD | October 2015 - May 2016

- Co-anchored a monthly newscast.
- Pitched and reported on local stories targeted toward the high school student demographic.

EDUCATION

Bachelor of Arts, Mass Communication/Journalism

Loyola University New Orleans, New Orleans, LA — May 2020

Mass Communication, Italian Media, and Italian Cuisine History

Università Cattolica del Sacro Cuore, Milan, Italy — Summer 2018

SKILLS

Adobe Creative Suite | Microsoft Office Suite | Videography | Photography | Public relations
Media relations | Email marketing | Social media management | Website editing | Project management
Copywriting | Graphic design | Video editing | SEO | Content creation | Broadcast/AP style writing

CERTIFICATIONS

- Ethical Leadership Certification – NASBA Center for the Public Trust
- Hootsuite Platform Certification – Hootsuite Academy