



# SKYE RAY

MEDIA &  
COMMUNICATIONS EXPERT

## CONTACT

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[LINKEDIN](#)

## SKILLS

- AVID VIDEO EDITING
- EDIUS VIDEO EDITING
- ADOBE CREATIVE SUITE
- MICROSOFT OFFICE SUITE
- BROADCAST/AP STYLE WRITING
- VIDEOGRAPHY
- PHOTOGRAPHY
- SEO
- SOCIAL MEDIA
- WEBSITE EDITING
- EMAIL MARKETING

## EDUCATION

*BACHELOR OF ARTS, MASS  
COMMUNICATION/JOURNALISM*

LOYOLA UNIVERSITY

NEW ORLEANS

| NEW ORLEANS, LA

| MAY 2020

*MASS COMMUNICATION,  
EUROPEAN MEDIA AND  
ITALIAN CUISINE HISTORY*

UNIVERSITÀ CATTOLICA DEL

SACRO CUORE

| MILAN, ITALY

| SUMMER 2018

## EXPERIENCE

### COMMUNICATIONS MANAGER (MAY 2022-PRESENT)

### COMMUNICATIONS SPECIALIST (JULY 2021 - MAY 2022)

PARTNERSHIP FOR SOUTHERN EQUITY | ATLANTA, GA | JULY 2021 - PRESENT

- Develop and execute strategic communications plan to increase the visibility of PSE issue areas by engaging with current and former partners, philanthropic organizations, higher education institutions, journalists, and civic, corporate and community leaders.
- Create, write and edit various communications materials, including external correspondence like web content, social media campaigns, newsletters, brochures, press releases and articles to raise money and update donors, supporters and the public.
- Produce live webinars and virtual events.

### NEWS PRODUCER

WTOC-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.
- Simplified and translated complicated issues daily, writing copy for TV, web and social media on extremely strict deadlines.
- Edited video 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-scene.
- Generated and pitched new story ideas.
- Wrote clear and concise copy for broadcasts, web and social media.
- Communicated with local and state officials in crisis situations to quickly gather information and disseminate to public.
- Coordinated interviews.

### FELLOWSHIP PRODUCER

WRAL-TV | RALEIGH, NC | DECEMBER 2019 - MARCH 2020

- Produced a special newscast for WRAL-TV, highlighting and raising awareness about local and national issues.

### PRODUCER/REPORTER

THE MAROON | NEW ORLEANS, LA | DECEMBER 2016 - MARCH 2020

- Shot/edited video and wrote copy for stories airing in Loyola's weekly newscast.
- Pitched local, national and entertainment pieces and wrote weekly stories.
- Increased website views by 150 percent.

### REPORTER

EIJ NEWS | SAN ANTONIO, TX | JUNE - SEPTEMBER 2019

- Developed, produced and wrote copy for stories featured at Excellence in Journalism Conference.

### REPORTER

NABJ "THE MONITOR" | MIAMI, FL | APRIL - AUGUST 2019

- Pitched, wrote and produced print and podcast stories for 2019 National Association of Black Journalists Convention and Career Fair.

### REPORTER

NOLA.COM/MARDISGRAS.COM | NEW ORLEANS, LA | FEBRUARY 2018 & 2019

- Reported live at Mardi Gras parades, conducting interviews with participants and parade watchers
- Utilized social media to attract and engage viewers.

### TEEN PERSPECTIVE 2NEWS REPORTER

WMAR-TV | BALTIMORE, MD | OCTOBER 2015 - MAY 2016

- Reported on local stories targeted toward high school student demographic.