



## AREAS OF EXPERTISE

- Managing multiple projects at once in high-stress settings
- Pitching and creating compelling stories in a variety of formats on tight daily deadlines
- Writing news and sports stories
  - Broadcast, digital, social and radio platforms
- Operating audio/video production equipment
- Editing original content
  - Avid, Adobe Premiere, Audition and Audacity
- Conducting in-depth research
- Interviewing wide range of subjects
- Covering breaking news
- Using vast knowledge of sports and pop culture to deliver live reports/highlights
- Illustrating with ProCreate

## SAMPLES

[Website](#)

[LinkedIn](#)

Additional samples available upon request

## CONTACT

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## REFERENCES

Mark Sandritter  
Head of Digital Marketing - RealSelf  
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Keith Osso  
Sports Director - 4 News Now  
(509) 951-0117

Melissa Luck  
News Director - 4 News Now  
(509) 220-6573

# TAYLOR GRAHAM

## WORK EXPERIENCE

### DIGITAL MARKETING SPECIALIST

RealSelf | March 2021 - Present

- Creating, scheduling social media posts for maximum engagement
- Sourcing website, social media for interesting content for digital platforms and marketing materials
- Composing eye-catching emails to engage with community affiliates and ambassadors

### MULTIMEDIA JOURNALIST/PRODUCER

4 News Now (KXLY) | April 2018 - April 2020

- Pitched stories daily, producing from concept to final deliverable
- Managed over a dozen employees as a producer in collaborative effort to create cohesive news/sportscasts in high-stress, fast-paced environment
- Wrote and promoted digital articles daily to increase engagement
- Utilized social media to engage with audience with relevant, informative story updates and personal commentary
- Ad-libbed during and wrote engaging, easy-to-understand copy for live sports, news broadcasts and radio reports
- Anchored weekly high school football highlights show and March Madness coverage and also filled in when needed
- Earned a NATAS NW Emmy nomination for videography

### GENERAL ASSIGNMENT REPORTER

NBC Montana (KTVM) | May 2017 - April 2018

- Worked independently to research, shoot, edit, write and report on original stories for live broadcasts on deadline
- Edited content for broadcast and digital platforms
- Responded to high-pressure situations, from live breaking news reports to technical issues in the field

## EDUCATION & TRAINING

Bachelor of Arts, Major in Communication

Emphasis in Journalism & Media Production

### WASHINGTON STATE UNIVERSITY

- Graduated with honors
- Collaborated with 20 students to write, produce, edit and anchor Pullman's only nightly newscast
- Responsible for media relations during internship with WSU Athletic Communications, interviewing and writing about football and golf players

### NEW DAY NORTHWEST INTERN

KING 5 TV | June 2016 - August 2016

- Edited video content, wrote stories for show website
- Worked closely with producers to coordinate guest appearances