

# **DONESHA M. ALDRIDGE**

## **Multimedia Journalist - Digital Content Producer**

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www.doneshaaldridge.com

donesha@doneshaaldridge.com

### **EXPERIENCE**

#### **DIGITAL CONTENT PRODUCER, WXIA 11Alive, ATLANTA, GA**

MAY 2018- PRESENT

- Write and create content for 11Alive.com and 11Alive social media pages
- Engage with reporters daily to provide breaking news updates to the audience
- Stream events on YouTube, Facebook, and other platforms
- Evaluate published content through Google Analytics, Chartbeat, and CrowdTangle
- Execute social plans to generate conversations on Twitter and Facebook
- Work on special projects with the digital investigative team

#### **WEB CONTENT PRODUCER, WJTV 12, JACKSON, MS**

APRIL 2014 - MAY 2018

- Write breaking news stories, manage the websites and social media pages for WJTV.com
- Create special pages for sales projects and initiatives
- Arrange videos, text, and images in Lakana for Internet publishing and app pushes
- Help oversee station's website migration from Wordpress to Lakana
- Generate techniques to increase user activity and page views by analyzing web traffic
- Produce newscasts for the digital show, WJTV Afternoon News Brief (Sept. 2014 - March 2015)

#### **DIGITAL JOURNALIST, WHLT CBS 22, HATTIESBURG, MS**

OCTOBER 2012 - APRIL 2014

- Report, shoot, and edit breaking news and enterprise stories daily
- Produce and anchor 10 p.m. newscast throughout the week (Oct. 2012 - Oct. 2013)
- Train interns how to write, edit, and shoot news stories out in the field

### **EDUCATION**

MEDILL SCHOOL OF JOURNALISM, NORTHWESTERN UNIVERSITY  
EVANSTON, IL

Master of Science in Journalism, August 2012  
Video Broadcast Track

THE UNIVERSITY OF TENNESSEE AT KNOXVILLE  
KNOXVILLE, TN

Bachelor of Science in Communications, May 2011  
Journalism and Electronic Media, Major  
Spanish, Second Major

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### **TECHNICAL SKILLS**

- Trained in shooting video with professional cameras
- Experienced in interviewing and reporting on a daily deadline
- Skilled in editing in FinalCut Pro, News Edit, Adobe Premiere Pro, and Edius
- Proficient at using Search Engine Optimization for web stories
- Knowledgeable of WordPress, World Now, and Lakana web software
- Creatively uses social media platforms to engage users

### **AWARDS**

3rd Place Best Website, MS Associated Press Broadcasters 2016

1st Place Best Website, MS Associated Press Broadcasters 2014

3rd Place Best Investigative Reporting, MS Associated Press Broadcasters 2014