

DONESHA M. ALDRIDGE

EXECUTIVE PRODUCER OF DIGITAL CONTENT

INFO

Email

daldridgenews@gmail.com

LINKS

Website

doneshaaldridge.com

Facebook

[Donesha Aldridge News](#)

Twitter

[@DoneshaAldridge](#)

SKILLS

Adobe Premiere Pro
AP Style
Basic photoshop knowledge
Chartbeat
Conducting interviews
Copy editing
CrowdTangle
Curating content
Edius
Field reporting
Final Cut Pro
Google Analytics
Leadership skills
Organizational skills
Search engine optimization
Shooting video
Social media strategies
Streaming video
Video editing
Web analytics
Writing

EXPERIENCE

WXIA 11 ALIVE | ATLANTA, GA | 2018 - Present **Executive Producer of Digital Content**

February 2022 - Present

- Manage nightside digital producers and oversee content efforts across all digital platforms
- Assist with logistics to produce digital-first, engaging storytelling through videos, articles and interactive elements
- Coordinate with TV managers to make editorial decisions
- Plan training workshops to help team learn best digital and social media practices
- Help manage newsroom interns, facilitate learning opportunities for them to grow
- Aggressively guide digital producers to cover breaking news
- Analyze Taboola, Google Analytics, and other metrics to help newsroom make informed decisions
- Assist with digital strategy to grow audience and engagement on content platforms
- Help launch OTT pilot program with station's 24/7 stream
- Interview candidates to choose potential new hires
- Conduct one-on-one meetings and reviews with direct reports

Senior Digital Producer

January 2021- February 2022

- Create content for 11Alive.com and 11Alive social media pages
- Copy edit digital stories created by reporters and digital journalists
- Create logistical plans ahead of significant news events for team members to follow
- Evaluate key performance indicators through data tools
- Work on special projects with digital investigative team
- Optimize content for SEO purposes

Digital Content Producer

May 2018 - January 2021

- Write stories for 11Alive.com
- Engage with reporters daily to provide breaking news updates to the audience
- Curate content for the 11Alive.com home page and mobile app
- Stream events on YouTube, Facebook, and other platforms
- Execute social plans to generate conversations on Twitter and Facebook
- Edit breaking news videos for website
- Clip content from newscasts for 11Alive.com and YouTube

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AWARDS

Team Coverage of Super Bowl LIII, Southeast Emmy Nomination 2020

Mothers Matter Documentary, NABJ Salute to Excellence Award 2019

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

EXPERIENCE

WJTV 12 | JACKSON, MS

Web Content Producer

April 2014 - May 2018

- Write breaking news stories, manage the website and social media pages for WJTV.com
- Create special online pages for sales projects and initiatives
- Arrange videos, text, and images in Lakana for 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)

WHLT CBS 22 | HATTIESBURG, MS

Digital Journalist

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

VOLUNTEER WORK

tnAchieves

Mentor

January 2021- July 2021

- Attend virtual mentor training sessions to learn how to help high school students transition to college
- Reach out to students to provide support and encouragement every two weeks
- Remind students of important deadlines, requirements set by tnAchieves so mentees remain eligible for scholarships

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