

Multimedia Journalist

Tashandra Poullard

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SKILLS

Project Management

Office Administration

Podcast Host

Commercial Advertisement

Blogging

Public Speaking

Investigative Journalism

Script writing

Film Production

Digital Photography

Microsoft Office

Photoshop

PERSONAL SUMMARY

Oversaw and managed multiple projects and news cycles. Created impactful and compelling political content, and participated in coordinating coverage of major stories, breaking news, and worldly events. Researched, pitched, wrote, and edited news stories. Produced creative, original, and compelling stories for multiple platforms. Identified long and short-term story ideas, researched and discovered the content, and set up interviews. Wrote and edited articles on various topics. Finalized article assignments to reporters, giving final approval on layouts and edits. Led investigative reporting team, ensuring that major news stories were covered. Ensured that all articles published were of interest to the readership.

EXPERIENCE

News Editor, The Campanil at Mills College 08/25/2020 – 05/14/2022

- Helped shape The Campanil's coverage by contributing story ideas, vetting news leads, and compiling daily and weekly publications.
- Taking the lead in role gathering, verifying, and confirming breaking news
- Responsible for independently creating, developing, and managing daily content as assigned; managing the assignments of all news and political stories.
- Conducted non-linear video editing (Adobe Premiere, and Final Cut Pro).
- Supervised and managed writers and field reporters, offering clear direction to all news stories.
- Researched content material for accuracy.
- Managed graphics and photos used for news and political features.
- Ensured all journalistic and ethical standards were upheld.

Co-Editor in Chief, The TSU Herald at TSU 01/16/2017 – 03/08/2020

- Efficiently conducted the basics of news-gathering, breaking news reporting, news feature writing, editing, photojournalism, and print layout/designing.

- Wrote daily content in the form of news stubs and/or morning briefing notes.
- Conducted weekly news budget meetings with the editorial board.
- Established deadlines for all publication products.
- Event Coordinator and Promoter.

Production Manager, EYEURBANTV.COM 02/30/2014 – 08/30/2016

- Producer/director, project manager on major assignments. Lead teleconferences with studio executives.
- Organized and facilitated pre-production meetings with creative teams to go over budgeting, logistics, and expectations for production.
- Planned and coordinated events.
- Project Manager - organizing business affairs, handling financial accounts, and overseeing broadcast production operations.
- Served as Director of Photography (DP) for major movie productions.

Producer, The Kevin T. Robertson Show 01/01/2012 – 12/26/2013

- Conceptualized video project ideas, approaches, and solutions for brand promotion.
- Lead photographer for celebrity red carpet events.
- Managed on-site celebrity appearances and interviews at remote locations.
- Conducted meetings with clients at the American Black Film Festival (Miami, FL) and MIPCOM International Film Festival (Cannes, France) for sales and acquisition.
- Collaborated with international stakeholders, and engaged in global communications.

EDUCATION

San Francisco Film School 55 Sansome St, San Francisco, CA 94104, Diploma in Film Production July 2022 (4.0 GPA)

Mills College 5000 MacArthur Blvd, Oakland, CA 94613, M.F.A. Creative Writing (Poetry) May 2022 (4.0 GPA)

Texas Southern University 3100 Cleburne St, Houston, TX 77004, B.F.A. Visual Performing Arts (Theater) May 2020 (3.8 GPA)