



Tashandra Poullard

EXPERIENCE

February 2024 - Current

Multimedia Journalist Lexington Herald-Leader | Lexington, USA

- Pitched, developed and packaged short- and long-term story ideas, conducting interviews to inform reporting and engage audiences.
- Produced photography and video for digital publication. Crafted search-friendly headlines and content, using credible sources to strengthen reporting and reach current and prospective customers. Prioritized assignments across multiple platforms while meeting
- deadlines.

August 2020 - May 2022

Chief News Editor The Campanil at Mills College

- Helped shape The Campanil's coverage by pitching story ideas, evaluating news leads, and assembling daily and weekly editions. Edited photographs for news and political features, selecting images that strengthened each story. Edited videos in Adobe Premiere Pro to produce clear, engaging visual
- stories.

January 2017 - March 2020

Chief Editor The TSU Herald at Texas Southern University

- Wrote and edited features, produced photographs, and contributed to print layout and design.
- Researched and pitched stories for school publications, then wrote and edited features for publication.
- Met publication deadlines to ensure timely delivery of news across platforms.

EDUCATION

July 2022

Diploma | Film Production

San Francisco Film School, San Francisco, CA

- 4.0 GPA
- 2021 - Dean's List
- 2022 - Dean's List

May 2022

M.F.A. | Creative Writing (Poetry)

Mills College, Oakland, CA

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SUMMARY

Veteran multimedia journalist with 10 years in news and photojournalism. Coordinated coverage of major breaking news and local events, utilizing advanced production tools. As Chief News Editor, led investigative reporting teams to deliver comprehensive coverage while enhancing audience engagement. Skilled in editing and story pitching, dedicated to producing compelling, informative content.

SKILLS

- Photojournalism
- Video editing and production
- Digital photography
- Multimedia story packaging
- Narrative crafting
- Content management
- Audience engagement
- Research skills
- Data visualization
- Radio broadcasting and news writing

• hoventertain.com

- Chief News Editor of The Campanil
- 4.0 GPA

May 2020

B.F.A. | Visual Performing Arts (Theater)
Texas Southern University, Houston, TX

- Radio Show Host with KTSU2 The Voice
- Co-Chief Editor of the TSU Herald
- 2017 - 2020 - Dean's List
- 3.8 GPA