

# TAHJ ANTHONY

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## PROFESSIONAL SUMMARY

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Prolific multimedia maven with 10 years of television experience. Areas of expertise include digital, marketing, producing and directing. Poised and confident with a strong speaking voice and talent for on-air news reporting and anchoring.

## RELEVANT EXPERIENCE

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### **Multimedia Specialist**, 01/2019 - Current

State Farm, Temporarily Remote

- Produces and/or directs live broadcast and/or on-demand video projects in the studio and/or on location as assigned
- Obtains, coordinates and directs non-professional talent
- Secures props, costumes, locations and signed release forms, for use in video or photo production
- Operates teleprompter for remote and studio video shoots including input, formatting and editing of text as directed

### **Digital Content Manager**, 01/2017 - 01/2019

WVLA Local 33 & WGMB Fox 44 (Nexstar Media), Baton Rouge, LA

- Created, managed and updated multimedia content for all station websites, social media and mobile applications
- Enhanced social audience interaction via social media and content partnerships
- Increased station's audience growth from 100 to 10,000 followers, averaging up to 500 engagements per post
- Improved station's digital branding and interactive marketing campaigns by setting a new tone and fostering evolution of production standards

### **Promotions Producer**, 04/2015 - 01/2017

WJTV News 12 (Nexstar Media), Jackson, MS

- Evaluated news content and selected stories with the most promotional potential
- Wrote, produced and edited material into attention-grabbing spot that appealed to target audiences
- Scripted up to 15 topicals for all newscasts and radio segments per day through ENPS software
- Coordinated all news station commercials and advertisements
- Cross-trained photojournalist, reporter and producer of live one-hour newscast



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## EDUCATION

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### **Bachelor of Arts, Communications & Media Studies**, 06/2013

Fordham University - New York, NY

## LINKS

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- [TahjAnthony.com](http://TahjAnthony.com)

## HIGHLIGHTS

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- Utilizes ActionScript, XML, CSS, HTML and JavaScript for content implementation
- Manages company development, marketing and social media, SEO optimization, cross platform analytics and strategic partnerships with other organizations
- ENPS, iNews, Lakana, Wordpress, Hootsuite, Google Analytics, Edius, Kyron and Ignite expert
- Premier, Photoshop and Adobe Illustrator whiz
- Newscast director for *FOX 13 News* in Memphis, TN
- Associate producer for *The Maury Show*
- Remote IT Administration
- Troubleshooting and Diagnostics