

WILLIAM CAREY TRAYLOR

williamctraylor.com | 662-554-8700 | traylor@go.olemiss.edu | www.linkedin.com/in/williamctraylor

SKILLS

- Strong Adobe CC knowledge including Premier Pro, Audition, and InDesign, live streaming software, CoolPro, Audacity, and Studio One editing suite and more
- Highly trained in operating and repairing electronics (computers, phones, cameras, networks)
- Able to work independently as multimedia journalist
- Photographer/Videographer
- AP-style writer

EXPERIENCE

Anchor and TV News Reporter • NewsWatch Ole Miss • University of Mississippi
August 2024 – Current

- Interviews, "person on street", large events, in-depth reporting, MMJ
- Live in-studio news anchor (with co-anchor)
- Secured exclusive interviews with local business owners
- Obtain and maintain relationships with sources
- See footage at williamctraylor.com

Weather Anchor • NewsWatch Ole Miss • University of Mississippi
January 2025 – May 2025

- Engaging anchor of live and unscripted weathercasts, using self-made graphics and working on greenscreen
- Refreshed weather graphics with new, dynamic, modern styles to engage viewers and improve broadcast quality
- Trained new weather anchors

Radio DJ / Interviewer • 92.1 WUMS Rebel Radio • University of Mississippi
August 2024 – December 2024

- Live DJ with a strong, engaging and memorable presence
- Radio interviewer, understanding how to conduct an interview with voice-only
- Repaired broadcast equipment and computers

Operations Coordinator • University Counseling Center • University of Mississippi
August 2023 – June 2024

- Coordinate Mental Health First Aid (MHFA) courses, invoices, and instructors
- Responsible for upkeep of departmental website and social media
- Coordinate outreach events across campus and within Oxford community, keep records of expenses
- Answered incoming calls from public including crisis calls
- Editor of 10-minute weekly "Mindful Monday" video series published for UM staff / students

Show Host, Ad Producer, Script Writer, Salesman • JC Media LLC
WKZU KUDZU 104.9 CLASSIC COUNTRY (50k W), WSKK 102.3 THE SHARK CLASSIC ROCK (3.5k W)
October 2021 – November 2022

- Advertisement Sales
- Live DJ with a strong, engaging, and memorable presence
- Producer of engaging primetime shows, several radio ads, and exclusive interviews.
- Script writer for ads, shows, and liners
- In-studio control board operator
- Host of 'Kudzu Class with William' on WKZU
- Redesigned website / streaming page and maintained social media presence

EDUCATION

Bachelor of Arts in Journalism – Minor in Economics • University of Mississippi
Degree Seeking, Graduation Date: May 2027

Mental Health First Aid (MHFA) Certified • January 2024

Bachelor of Arts in Business – Minor in Journalism • N.E. Miss. Community College
August 2015 – December 2016

Awards

Best College TV Weathercast 2024 – 1st Place • Mississippi Association of Broadcasters