

WILLIAM CAREY TRAYLOR

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SKILLS

- TV and weather anchor
- TV news and weather reporting (*First Place Winner – MS. ASSN. of Broadcasters Best College TV Weathercast, 2025*)
- Radio producer, radio control room, radio host, live DJ experience.
- Understanding of various "ecosystems", their respective costs per subscription, and their benefits/drawbacks.
- Experience with Adobe Creative Cloud including Premier Pro and Audition, miscellaneous live streaming software, CoolPro editing, Audacity, and Studio One editing suite.

EXPERIENCE

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

- Coordinate Mental Health First Aid (MHFA) courses, invoices, and instructors.
- Responsible for upkeep of departmental website, Instagram, and YouTube page.
- Coordinate outreach events across campus and within 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.

Commercial Sales • Prime Communications / AT&T

November 2022 – August 2023

- Salesman.
- Store keyholder, often sole employee running store.
- Responsible for reviving Holly Springs, MS store – suffered from low traffic and sales.
- Accountable for store inventory and cash.

Show Host, Ad Producer, Script Writer, Sales Executive • 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

- Producer, control operator, and host of 'Kudzu Class W/ William' On WKZU.
- On-air and advertisement salesman / script writer / voice actor / producer.
- On-air DJ (live).
- Redesigned website / streaming page and maintained Facebook presence.
- Prepared invoices; secured payments.

Downtown Pensacola Store Manager • Express Mobile Techs

October 2019 – August 2020

- Responsible for day-to-day operations of an electronics repair business.
- Managed the relocation of operations to more profitable area and increased sales.
- Accountable for store and inventory.
- Specialized in Apple device data recovery.

EDUCATION

Northeast Mississippi Community College

August 2015 – December 2016 – Major: Business Administration / Minor: Journalism

University Of Mississippi | School of Journalism and New Media | GPA – 3.4

Degree Seeking – Graduation Date: May 2026 – Major: **Journalism/Economics**, TV/Video Storytelling

Mental Health First Aid (MHFA) Certified – January 2024

ADDITIONAL SKILLS

- Extensive experience with and understanding of digital ecosystems, especially Apple.
- Experience with Adobe Creative Cloud, Premier Pro, miscellaneous live streaming software, CoolPro editing, Audacity, and Studio One editing suite – quick to understand new software.
- On air, control room, live DJ experience.
- Strong mechanical abilities.