



# Asha McKinley

## PROFILE

Versatile communications professional with expertise in content production, strategic communications, and digital/ on-air storytelling. Proven track record of managing multimedia projects, crafting compelling narratives, and driving engagement across various platforms.

## CONTACT



### Address

Atlanta, GA



### Phone

205-260-5566



### Web

<https://ashamckinley.com/>

## EDUCATION

2022

### BACHELORS OF SCIENCE IN BROADCAST JOURNALISM

Florida A&M University

## PROFESSIONAL SKILLS

- Able to quickly edit grammar, sentence structure, and word choice mistakes
- Familiarity with AP and other style guides
- Proficiency in basic computer programs, such as Microsoft Office
- ENPS Knowledge
- Bitcentral Knowledge
- Digital Content Producer
- Internal Communication Experience
- Professional Writing/ Editing
- Ross Overdrive Switcher
- Work well under deadline pressure
- Self-starter
- Strong leadership skills

## EXPERIENCE

### News Producer/ Field Producer

Feb 2023 - Current

CBS 42

- Produces newscasts for broadcast across all platforms
- Writes and orders news stories
- Proficient in breaking news writing
- Coordinates Talent in the Field
- Approves scripts
- Oversee and organize all production elements of newscasts.
- Order graphics and generate copy for teases and bumps.

### Associate Producer

Aug 2022 - Jan 2023

TV 20 News

- Works on newscast story assignments alongside producers.
- Assist with graphics and CGs for all newscast blocks.
- Writes Voice Overs and VO/SOTs.
- Package intros and Outs for ENPS.
- Edit video from CNN Feeds for all newscast blocks.
- Follow news alerts (Tallahassee Police Department, Sheriff Department, Tallahassee Fire Department & Leon County Schools).
- Various other essential associate producer duties

### Technical Director

Aug 2022 - Jan 2023

TV 20 News

- Directs the production of live and recorded training events, seminars, and segments.
- Controls live and recorded broadcasts' audio and visual portions utilizing production crews and automated production systems.
- Organizes and schedules technical crew for studio production events.
- Promotes teamwork and a positive work environment; Performs other duties as assigned.
- Communicates in person, by phone, virtually, and by email

# EXPERIENCE

## Assistant Football Video Coordinator

Aug 2021 – Jan 2023

Florida A&M

- Filming services on-site and on-location.
- Lighting and audio set up.
- Capable of resolving technical issues.
- Composed and framed each shot and applied technical aspects of light, lenses, film, filters, and camera settings.
- Used stationery, crane-mounted, and track-mounted camera mounts to craft for various shooting situations.
- Properly edited all raw footage before broadcasting footage on television
- Managed a team of 4 members and instructed the team and crews during live streams

## Editor of the Famuan

Sep 2020– March 2021

The FAMUAN

- Planned, coordinated, and revised material for publication in the newspaper and website.
- Review story ideas and decide what material will appeal most to readers.
- Offer comments to improve the product and suggest titles and headlines.

## Technical Producer/ Sound Mixer

Sep 2020– Feb 2021

The Upgrade

- Ensured the production of media broadcasts went smoothly by working with technical equipment.
- In charge of video production, scene transitions, and testing equipment.
- Responsible for recording high-quality audio on set.

## Radio Production Assistant at Voorhees College

Oct 2018 – Dec 2018 ·

WVCD 96.5 and WVCD 790AM

- Assisted the Production Director with producing commercial spots.
- Upload external audio into wide orbit operating systems, voice, and produce spots for air and digital.
- Made sure the song selections were correct.