

BRIANA EDWARDS

JOURNALIST AND DIGITAL MEDIA PROFESSIONAL

EDUCATION

University of Houston
B.A. in Broadcast Journalism with a minor in Marketing

CERTIFICATIONS

- Corporate Entrepreneurship
- Hootsuite Social Marketing
- Hootsuite Platform
- Facebook Blueprint (includes IG)
- Twitter Flight School
- YouTube Creator Academy

SKILLS

- Journalistic Writing + Editing
- Media Production
- Photojournalism
- Research and Reporting
- Search Engine Optimization (SEO)
- Social Media Marketing
- Social Media Analytics Tracking
- Video Editing

SOFTWARES

- Adobe In-Design
- Adobe Photoshop
- Adobe Premiere
- CapCut
- Content Management Systems (CMS)
- Google Workspace
- Kapwing
- Microsoft Office 365
- Social Media Management Platforms

ORGANIZATIONS

Jonas Group Entertainment
Street Team Member | 2020 - 2021

The Recording Academy
GRAMMY U Member | 2019 - 2020

WORK EXPERIENCE

Social Media Editor

Entertainment Weekly – Dotdash Meredith | Los Angeles, California | April 2022 - Present

- Manage brand social media platforms with the priority to increase audience growth and engagement and drive sessions back to EW.com.
- Track platform insights and report back to managerial team.
- Write social copy for daily stories out of EW.com and prepare supplemental content for cover drops, spotlights, and exclusives.
- Conduct interviews with talent at press junkets and event red carpets then execute production of short- and long-form social video concepts.
- Brainstorm and pitch creative, social-forward video concepts as well as talent and studio collaboration opportunities.
- Book talent and conduct live broadcasted interviews for EW's Songwriters Camp franchise.

Digital Content Contributor (Freelance)

KPRC 2 (Local NBC Affiliate) – Graham Media Group | Remote | Jan. 2020 - Present

- Write 3-5 local, national, or entertainment news stories daily (4 hour shift) and create and schedule social posts using Social News Desk.
- Strategically select and publish 7 wire stories daily and write creative social posts in an effort to maximize engagement with online audience.
- Produce weekday morning newsletter including top-performing stories from previous day and overnight.
- Monitor performance of KPRC 2 talent on Facebook using CrowdTangle and provide bi-weekly spreadsheet report of 40+ anchors and reporters online activity and engagement with audience.

Digital News Intern

KPRC 2 (Local NBC Affiliate) – Graham Media Group | Houston, Texas | Sept. 2019 - Jan. 2020

- Write a variety of local and national news and feature stories on tight deadlines.
- Anticipate viral content and select wire stories to publish on Click2Houston.com in an effort to achieve higher engagement with online audience.
- Strategically schedule social posts on Facebook, Twitter, and Instagram to reach a specific audience and achieve maximum engagement.
- Create social graphics for holidays and special events using Adobe Photoshop.

Programming Intern

104.1 KRBE – Cumulus Media | Houston, Texas | Aug. 2018 - Jan. 2019

- Pitch conversation topics and content to be discussed on-air.
- Conduct live interactive segments with listeners and determine show worthiness of on-air callers.
- Aggregate viral news stories and publish them to station's online blog.
- Ensure organization in a fast-paced media environment by preparing studio with show sheets and host's equipment.
- Assist promotions departments at events with load in and strike, and fan engagement.

Studio Intern

Houston Livestock Show & Rodeo | Houston, Texas | Seasons: 2018, 2019

- Edit and prepare clippings of daily media coverage for HLSR executives.
- Work in control room during live broadcast events, directing camera operators, selecting shots, and clipping video for instant playback.
- Shadow directing of events and live musical performances.
- Assist in filming, directing, storytelling and interviews for special projects.