

NAYO CAMPBELL

Multimedia Journalist | Digital Producer



CONTACT



Washington, DC



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EDUCATION

B.A., Broadcast Journalism

Howard University, Cathy Hughes School of Communications
Cum Laude

Study Abroad Exchange Program

Universidad Del Mar - Mexico

Alpha Kappa Alpha Sorority

Incorporated | Howard University NABJ

SKILLS & COMPETENCIES

COMPETENCIES

TV Writing | TV Production | Reporting | Research Leadership | Directing | News Management Systems | Spanish Writing | Social Media | Live Production | Anchoring | Directing | Stage Management

SKILLS

Final Cut Pro
Adobe Premiere
WordPress
Adobe InDesign

EXPERIENCE

WHUT-TV Local PBS Station, Washington, DC

Digital Producer/Correspondent | Oct. 2018 – Present

- Ideated, wrote, and produced minute-long packages to promote news and events to DC, Maryland, and Virginia viewers; increased viewership by 100K views in 6 months
- Partnered with photographers to generate digital assets, produce live shots, and conduct video-based interviews; gathered information and crafted news scripts to support anchors
- Enhanced news credibility by conducting interviews, gathering critical information, and executing shoots for All-Star Weekend, American Black Film Festival, & Essence Festival
- Wrote stories and promoted and positioned story content by developing and disseminating social media content on Facebook, Twitter, and Instagram

Monumental Sports, Washington Wizards, Washington, DC

Game Presentation Crew Member | Sept. 2017 – Present

- Sparked engagement with 12K fans by ideating, coordinating, and managing in-game activations, engagement strategies, and sponsored activations for Green Turtle Shell Shuffle, Dunkin Iced Coffee Race, and Lexus Shootout
- Project-managed rehearsals for game-day talent, including anthem singers and halftime show performers
- Generated communications strategies, materials, and techniques to foster education for key promotions and contests

The Grio, New York, NY & Washington, DC

Freelance Reporter & Producer, Jan. 2017 – Present

- Wrote factually correct, concise, and engaging online news stories under tight deadlines, adhering to strict Associated Press (AP) style
- Crafted stories and scripts for 2017 BET Awards, YouTube Black Fan Fest, The Last OG Red Carpet, 45th Presidential Inauguration, Ladies in Stem, and The Morning Download

WUSA, Washington, DC

Assignment Desk Intern, May 2017 – Aug. 2017

- Elevated Offscript with Bruce Johnson news show by producing stories while conducting research, generating pitches, fact-checking sources, and administering interviews
- Maintained composure under crises and rapid change; delivered timely news in live, on-air news situations to optimize viewership and station accountability
- Partnered with photographers to generate digital assets, produce compelling live shots, and conduct video-based interviews

Howard University Spotlight Network, Washington, DC

General Manager and Entertainment Reporter, July 2017 – July 2018

- Drove viewership and engagement by conducting first-on-the-scene, rapid response reporting; increased viewership by more than 50,000 views in three (3) months
- Planned, drafted, and edited content to promote various events, including Essence Festival 2017, Broccoli City, Howard Homecoming, and The Kennedy Center Honors
- Developed and coordinated innovative reporting workshops and meetings to train, motivate, and inspire 50+ staff members, including reporters and producers
- Directed and approved weekly news budgets and managed all newsroom operations, including finance, advertising, and news
- Leveraged advanced media tools (i.e. Adobe and DSLR cameras) to conceptualize, produce, and edit on-air packages under tight, same-day deadlines

YAALI, South Africa

Digital Journalist, Dec. 2017

- Wrote articles for print and web to showcase YAALI news and information, with a specific focus on historical, linguistic, political, social, and economic issues in Africa