

# Antoinette (Toni) Reed

Pensacola, FL 32533

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## QUALIFICATIONS SUMMARY

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Multi-Media Journalist pursuing a career that will leverage current skills and experience while developing new ones. Assets include, but are not limited to:

- Proficient knowledge in Adobe Premiere, Adobe Audition, Adobe Photoshop, Avid Media Composer, Microsoft Office, Mac applications, iMovie, video shooting/camera operation (Panasonic AG-HMC 150P), logging, editing, still photography, script writing, and skillful in social media platforms such as Snapchat, Facebook, Instagram, Twitter, Vine, Pinterest, SoundCloud, and YouTube
- Strong verbal and written communication skills

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## PROFESSIONAL EXPERIENCE

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### ESPN Pensacola-Radio

Pensacola, FL.

Aug. 2014 to May 2017

-Served as a high school football sideline reporter, talent producer, color commentator, and board operator for various live broadcast including but limited to: Reese's Senior Bowl, Pensacola Ice Flyers, Escambia County and surrounding area high school sports.

-Reported daily morning sports breaks on-air. Produced, and published social media content, tripling follower count on Facebook, Instagram, and Twitter. Assisted marketing with various community and remote events.

### Argo News-TV

Pensacola, FL.

Jan. 2016 to Apr. 2016

-Served as a news anchor, reporter, producer, teleprompter, audio & CG operator for UWF's weekly news show.

### The Corsair-Newspaper

Pensacola, FL.

Sports Writer

Aug. 2014 to Dec. 2014

-Wrote feature stories for Pensacola State College campus newspaper covering men and women's basketball, softball, baseball, and volleyball.

-Edited videos, photos, and stories for publication.

### WSRE-TV

Pensacola, FL.

Production Assistant

Aug. 2014 to Dec. 2014

-Aided studio production team in set-up for live and pre-recorded events including microphone checks, and lighting.

-Functioned as the timer for the 2-day live televised political candidate forum Rally Oct. 2014

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## EDUCATION

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Bachelors of Science in Broadcast Journalism – University of West Florida