

Antoinette (Toni) Reed

Pensacola, FL 32533

Email: HireMe@thetonireed.com

www.thetonireed.com

QUALIFICATIONS SUMMARY

Multimedia 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, Pinterest, SoundCloud, and YouTube
- Strong verbal and written communication skills

PROFESSIONAL EXPERIENCE

Reese's Senior Bowl **Jan. 2018-current**
Mobile, AL

Seasonal Intern

-Assist various media outlets with scheduling and conducting player interviews. Distributes credentials, and game stats, to the media on game day. Contributes Senior Bowl media content to multiple platforms.

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 not 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

EDUCATION

Bachelors of Science in Broadcast Journalism – University of West Florida