

# SHANE PALMA

Tik Tok Latinx Creatives Program Creator

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## PROFILE

Innovative & outgoing journalist who is aspiring to work in the world of video production and social media. Developed strong leadership qualities such as communication & delegation through podcast & TV program hosting. Seeking to apply my production experience, social media skills & creative drive at your company.

## EDUCATION

### University of Missouri

Graduation: May 2023

- Current GPA: 3.84
- Currently working towards a bachelor's degree in journalism.
- Jonathan B. Murray Center for Documentary Journalism
- Classes taken towards major:
  - Fundamentals of Visual Journalism
  - Social Media Foundations
  - Newsroom Content Creation
  - TV News Producing

## SKILLS

- Proficient in Adobe Applications
- Proficient in Microsoft Office Applications
- Proficient in Videoleap, CapCut, Splice & Final Cut Pro
- Photography and photo editing
- Social media management on Tik Tok, Instagram, Facebook, Snapchat, Twitter & YouTube
- Website design using Wix & Squarespace

## EXPERIENCE

### Sports Video Intern, New York Post/SNY

June 2022-August 2022

- Produced "This Week in NY Sports History" daily videos.
- Wrote scripts for New York sports video segments.
- Pitched sports stories for production using Parsley analytics.
- Produced, directed & edited "New York Minute" for social channels.
- Increased company social media presence & engagement through Instagram Reels, Tik Toks & YouTube Shorts.

### KOMU 8 Producer & Digital Team, KOMU-TV

August 2020-May 2021

- Live tweeted & reported on local events in the Mid-Missouri area.
- Pitched news & sports stories to be aired on KOMU-TV.
- Produced packages & VOSOTs on Premiere Pro.

### Founder and Host, Fantasy Football Laboratory

August 2020-Present

- Grew sports Tik Tok account from 0 to 49,000 followers in one year (Username: @fflaboratory).
- Host weekly podcast episodes under the Anchor Podcast Network.
- Created a brand website using Wix.
- Design graphics for YouTube thumbnails & Twitter posts.
- Produce YouTube videos that cover fantasy sports.

### Sports Department Head, Mizzou Student Media

May 2020-May 2022

- Worked with staffers and executives to produce eight weekly original show on the MUTV Sports Network.
- Recruited freshman to join the program through tabling and online promotion.
- Organize workshops and create activities that are geared towards preparing/teaching incoming freshman broadcasting techniques.
- Produce YouTube videos that cover fantasy sports.

### Staff Visual Journalist, Columbia Missourian

August 2022-December 2022

- Photographed general news and sports events around Columbia, Mo.
- Worked on a hard deadline in a newsroom setting
- Produced and directed micro-documentaries for publication on the Missourian website.
- Developed an extensive portfolio website: [My Website](#)