

# Rarione Maniece



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## OBJECTIVE

A journalism graduate committed to digital media and multimedia storytelling. I have professional and educational experience in multimedia journalism, digital media and engaging social audiences across various platforms.

## EDUCATION

- Master of Science** | Virginia Commonwealth University  
Multimedia Journalism, May 2016  
Richmond, VA
- Bachelor of Arts** | Old Dominion University  
Communications, May 2014  
Norfolk, VA  
Minor: Information Technology Systems
- Study Abroad | University of Leicester  
Communications and Media Studies, Fall 2013  
Leicester, England

## EMPLOYMENT

**News Content Specialist** | WWBT/NBC12 Raycom Media  
Richmond, VA  
April 2015 - Present

- Work with a team of producers to provide video content for breaking news and daily newscasts within tight deadlines using non-linear editing software.
- Edit video footage into concise, shareable videos for website and social media channels
- Assist marketing department with video content for weekend video topicals.
- Developed a strong news judgment to determine what video content effectively conveys a story to our audience.
- Operate microwave for multiple incoming live shots for morning and evening newscast.

**Customer Service Representative** | Department of Motor Vehicles  
Richmond, VA  
May 2012 - Present

- Analyze and process customer transactions to solve any disputes or complications customers face. Effectively explain to customers the steps taken to resolve their issue.
- Double amount of customers served throughout the day by accelerating the time it takes to process customer transactions and also decreasing customer-waiting time.
- Educate customers on ways to decrease their visit to the DMV by utilizing the agencies website to manage their information.

**Director of Program and Digital Outreach** | The Virginia Public Access Project  
Richmond, VA  
February 2016 - May 2016

- Generate ideas, research and analyze data for data visualizations and infographics.
- Manage organization's social media accounts such as Facebook, Twitter and Youtube.
- Held a live tweet session during a presidential primary election night, tweeting live election results and engaged with the organization's audience.
- Work closely with a team to generate innovative ways to promote organization's brand and website content to the public.
- Maximize website traffic by creating Facebook ads and identify new platforms and practices to drive traffic and increase audience.
- Ensure the style of content and accuracy is maintained throughout website in accordance to the company's editorial policies.
- Compose and publish content on website and emails to organization's subscribers.
- Serve as primary contact for the State Board of Elections, Ethics Council and other state agencies to acquire and analyze data.

## EMPLOYMENT

**Production Assistant** | WTKR/WGNT NewsChannel 3

Norfolk, VA

March 2014 - June 2014

- Operate and manage cameras and teleprompter during evening newscast.
- Act as floor director during evening newscast.
- Individually manage and increase traffic on organizations website, social media accounts and mobile application on weekends by writing and posting breaking news content.
- Produce web slideshows, articles and packages for online platforms.
- Assist news reporters with posting their content online while reporters were in the field producing live shots.
- Monitor local and national news organizations for relevant content and breaking news.
- Work and manage within tight deadlines in a fast pace working environment.

**Writer/Reporter (Intern)** | DC Spotlight

Washington, D.C.

June 2014 - September 2014

- Interview national and local newsmakers.
- Write original articles focusing on national events for online production.
- Summer intern selected to cover Medal of Honor presentation, Press Briefing at the White House and Emergency Congressional hearing on the Ebola virus at Capitol Hill.
- Increased website traffic by promoting content composed by myself and other writers via social media.

**Writer/Reporter (Intern)** | The College Tourist Blog

Virtual

January 2014 - April 2014

- Compose original articles to provide content for an interactive website that builds a global student blogging community.
- Content was directly marketed at college students across the world.
- Help manage a global digital community in an innovative and responsive way to increase the sites online audience.

## SKILLS

- Ability to edit and publish video for all platforms.
- Proficient with Final Cut Pro, Adobe Premiere, Word Press, Adobe Illustrator, EDIUS, Wordpress and Hootsuite.
- Experience with JVC ProHD GY-HM600U
- Familiar with C++ and HTML programming language.
- Analyze raw data in Excel and Access
- Able to think quickly and respond appropriately in high-pressure situations.
- Self-starter
- Strong research and editorial skills.
- Adaptable and always open to new ideas.
- Passion for social media
- Ability to gather and accurately share news and information.
- Thrives in a fast-paced environment.
- Dependable and responsible, committed to excellence and success.
- Productive worker with solid work ethic.
- An innovative problem-solver with the ability to generate workable solutions.
- Analytical thinker.

## LEADERSHIP AND INVOLVEMENT

**NABJ/NAHJ Multimedia Fellowship** | National Association of Black Journalist

August 2016

Reporter

- Worked with a converged news team providing coverage for NABJ/NAHJ 2016 Convention and Career Fair and local stories in Washington DC.
- Produced content for the NABJ Monitor, newspaper, NABJ/NAHJ TV, online platform and social media.

**The Tab: Leicester** | Leicester, England

Fall 2013

Feature Writer

- Student ran online news website based in London, England; published by Tab Media Ltd.
- Wrote original content about my experiences as a study abroad student in England.
- Was able to adapt to a new writing style in order to appeal to English students by maintaining top story for an entire week.