



Hi! I'm Jennifer Rice

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WORK EXPERIENCES

MAR. 2023 - PRESENT

SOCIAL MEDIA COORDINATOR BET / VHI

- Drove impactful social media content strategy for BET & VHI Networks, significantly boosting user engagement and watch time.
- Seamlessly integrated brand voice, talent, and initiatives, elevating brand affinity and awareness.
- Implemented pioneering social media campaigns for key shows and events, fostering increased audience participation and retention.

JAN. 2023 - APR. 2023

BLAVITY U SOCIAL PRODUCER, EDITOR Blavity, Inc. - Blavity U

- Curate culturally relevant digital and editorial content highlighting viral trends and live awards shows across a range of verticals
- Develop the "Future Is U" Instagram live series and host interviews with talent and young leaders
- Lead cross-functional team projects to develop pop culture, entertainment, newsworthy campaigns, and niche strategies to foster a sense of community amongst Gen Z audiences

AUG. 2021 - JAN. 2023

MARKETING ASSOCIATE Blavity, Inc. - AfroTech, Blavity U

- Perform weekly reporting and scripting and edited snackable newsworthy, and entertaining short-form social video content
- Anchor live event coverage across all social platforms for the AfroTech Conference

JUN. 2021 - MAY 2022

ON-AIR PERSONALITY & HEAD OF MARKETING Culture Fusion Agency

- Organize events to showcase music artists' latest project releases
- Write articles and album reviews
- Conduct and edit celebrity interviews as a correspondent for multimedia content

SEPT. 2020 - MAY 2022

ENTERTAINMENT NEWS REPORTER & CAMPUS BRAND AMBASSADOR Impressions of Beauty

- Produce, report, and edit biweekly Instagram TV newscast on pop-culture newsworthy event specific to multicultural college women

OCT. 2019 - PRESENT

CREATOR & HOST THE HUB

- Produce, edit, and host three digital Instagram live shows monthly
- Cover various conversational, sports, entertainment, and newsworthy topics
- Develop multimedia content for engagement

ORGANIZATIONS/ VOLUNTEER WORK

NATIONAL ASSOCIATION OF BLACK JOURNALIST	2018 - PRESENT	PLANNED PARENTHOOD GENERATION ACTION	2020 - PRESENT
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- N.C. A&T SU Chapter Vice President
2021 - 2022 Academic Term
- Member
- N.C. A&T SU Chapter Founder & President

INTERNSHIP EXPERIENCES

SOCIAL MEDIA META NEWS FELLOW SUMMER 2022

Blavity, Inc. - AfroTech, 21Ninety, Blavity News

- Research and write interactive articles and produce authentic weekly reels for social content surrounding newsworthy events and to post across various media platforms
- Develop the "Blavity U Homecoming Week" campaign highlighting Black culture and excellence across HBCU campuses during homecoming season

COHORT MEMBER & INTERN SUMMER 2020, 2021

HBCU in LA

UNCF & WALT DISNEY SCHOLAR & INTERN SUMMER 2021

WTVD-TV ABC 11

- Log video, write scripts, and produce weekly Race & Culture and Investigative packages
- Use newsgathering and innovative storytelling methods to cover topic
- Participated as a "We Belong Together" team member to promote discussions and a work environment of diversity and inclusion

MULTIMEDIA JOURNALIST INTERN SUMMER 2020

WTVR-TV CBS 6

- Worked on the web, and social media team to produce articles and assist with investigative packages daily
- Produced and reported on the affects and organizations that contribute to resolving the medical debt crisis

SKILLS & EXPERTISE

AP Style	●●●●●●●●	
Editing	●●●●●●●●	
Branding	●●●●●●●●	
Reporting	●●●●●●●●	
Creative Writing	●●●●●●●●	
Adobe Creative Suite	●●●●●●●●	
Interviewing & Hosting	●●●●●●●●	
Social Media Optimization	●●●●●●●●	

EDUCATION

SYRACUSE UNIVERSITY

OCT. 2022 - MAR. 2024

M.S. Multimedia

Specialization: Journalism Innovation

Hubspot Certifications: SEO & Social Media Marketing

NORTH CAROLINA A&T STATE UNIVERSITY

AUG. 2018 - MAY 2022 | Honors College Student

B.S. Journalism & Mass Communication

Concentration: Multimedia