

Taeja A.K. Smith

Memphis, TN 38118

Website: <https://www.taeharborstudios.com>

WORK HISTORY

Senior News Producer

TEGNA – Memphis, TN.

01/2022 – Present

- Assisted EP with overall production of newscast.
- Coordinated with EP to choose top stories, reporter assignments.
- Led 6 a.m. newscast.
- Showcased memorable moments in newscast through graphics, scripts and videos.
- Pitched stories.
- Fill-in EP.
- Disability ending soon following tragic accident in June 2022.

News Producer

WJBK Fox 2 – Detroit, MI.

09/2020 – 09/2021

- Showrunner of Let it Rip Weekend.
- Booked guests and crafted segments, videos and questions.
- Picked reporter soundbites and wrote leads.
- Produced weekend morning, evening shows and different weekday morning shows.
- Managed Facebook, Twitter and Instagram pages.

News Producer

KTVI Fox 2 News – St. Louis, Mo.

02/2018 – 10/2019

- Grew ratings by 5 percent creating No. 1 Weekend Morning newscasts in St. Louis.
- Booked guests for live-interview segments.
- Produced any weekday morning show from 4 a.m. – 11 a.m.
- Assigned reporters to story.
- Built graphics, pulled soundbites and post breakers on social media.
- Created viral, enterprising stories.

News Producer

WTVA/ WLOV News – Tupelo, Miss.

05/2017 – 01/2018

- Produced NBC 4:30 a.m., 6 a.m. and FOX 8 a.m. weekday newscasts.
- Wrote and edited scripts, videos for anchors.
- Handled multiple live shots during one segment.
- Created maps.
- Launched 4 p.m. on NBC and grew ratings by 5 percent.

SKILLS

- ENPS/ iNews
- Bit Central
- Canvas
- Hootsuite
- SEO/SEM
- CRM
- Sony Vegas/Final CutPro/Avid/Premier
- Google Digital Marketing Certification 2023
- Meta Digital Marketing Certification 2023

ACCOMPLISHMENTS

- 2019 Delux Magazine 'Emerging 30 under 30'
- Southeast Journalism Conference College Journalist of the year (3rd place) 2014
- 2012 Emmy winner for Homecoming TV Show

EDUCATION

B.S. Journalism, Florida A&M University – Tallahassee, Fla. Class of 2015