



# TAEJA A.K SMITH

## EXPERIENCE

### SENIOR NEWS PRODUCER

WATN ABC24 - Memphis, TN.  
01/2022 - Present

- Assisted EP with overall production of newscast.
- Controlled editorial decisions and placement of live-reporters.
- Oversaw pre/post-show meetings to develop better storytelling and production showcasing.
- Operated and managed a 10-member broadcast team to deliver timely weekday newscast from 5-7 a.m.
- Pitched stories and left content overview for day team to easily use.
- Directed & guided on-air reporters, producers & digital producers in talent development & improving quality of on-air product, script writing & website delivery.
- Created & executed coverage plans for special events.
- Disability ending soon after traumatic accident 6/2022.

### NEWS PRODUCER

WJBK FOX 2 - Detroit, MI.  
09/2020 - 09/2021

- Showrunner of Let it Rip Weekend.
- Booked guests and crafted segments, videos & questions.
- Picked reporter soundbites and wrote leads for weekdays from 5-9A.
- Led story development strategy for weekend morning production, different weekday morning & evening shows.
- Managed Facebook, Twitter, YouTube & Instagram pages.

### NEWS PRODUCER

KTVI Fox 2 News - St. Louis, MO.  
02/2018 - 01/2018

- Grew ratings by 5 percent, creating No.1 Weekend morning newscast in St. Louis.
- Provided editorial direction and guidance for on-air talent and production.
- Developed & implemented long-term planning strategy & monthly future events.
- Led and managed special event planning including presidential elections and local primaries.
- Line produced any weekday morning show from 4 a.m. - 11 a.m.
- Created viral, enterprising stories.

### NEWS PRODUCER

WTVA/WLOV - Tupelo, Miss.  
05/2017 - 01/2018

- Produced NBC 4:30 a.m. 6 a.m. and FOX 8 a.m. weekday newscast.
- Launched 4 p.m. on NBC & grew ratings by 5 percent.
- Created & executed live events like the Egg Bowl 2017.
- Prepared and managed editorial content online & on-air.
- Wrote & formatted news stories using ENPS.
- Provided editorial direction & guidance.

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🌐 taeharborstudios.com

## SKILLS

- ENPS/iNews
- Bit Central
- Canvas/Hootsuite
- SEO/SEM/CRM
- Sony Vegas/Final Cut Pro/Avid/Premier
- Google/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, FAMU Homecoming TV Show

## EDUCATION

### FLORIDA A&M UNIVERSITY

B.S. Journalism  
Class of 2015

### GEORGETOWN UNIVERSITY

Institute on Political Journalism  
Class of 2012

## REFERENCES

AVAILABLE UPON REQUEST