

MAGENTA GRAHAM

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SUMMARY

I am an Award-winning creative producer with almost a decade of extensive experience in pop culture and entertainment news. Passionate storyteller and a creator of visually captivating, trending content that sparks meaningful conversations.

EXPERIENCE

Producer

Entertainment Tonight Digital

July 2018 - Present

- Developed engaging and informative content for the Emmy-winning entertainment news show, resulting in a 20% increase in viewership.
- Thrived in a high-pressure newsroom with clear and concise communication, while meeting tight deadlines.
- Utilized social analytics and publishing tools to create data-driven content, and significantly contributed to a 33% increase in ratings during the competitive 4th season.
- Crafted a variety of dynamic video segments, including breaking news, social media-driven stories, in-depth entertainment features, and talent based interviews.
- Contributed to generating over 6 billion video views and amassed a strong following of 6.3 million YouTube subscribers.
- Produced live TV broadcasts and star-studded junkets, all while capturing behind-the-scenes moments with Hollywood's elite actors, directors, and photographers.
- Led innovative brainstorm sessions, orchestrating the exchange of ideas, pitching concepts, while crafting focused content strategies.

Associate Producer

NBC UNIVERSAL/E! News

March 2016 - May 2018

- Increased engagement on "Live From E!" on Facebook by 25% through the creation of compelling pop culture content.
- Implemented efficient research and script writing techniques to gather media content from diverse news sources.
- Generated engaging social media content by capturing footage at premieres, red carpets, and in-house shoots.

News Room Intern

KTVU Channel 2

January 2012 - October 2012, US, CA, Oakland

- Supported daily newsroom operations by collaborating with management, reporters, and producers.
- Prepared news content for the 5 p.m. and 6 p.m. broadcasts through assignment desk responsibilities.
- Assisted news reporters in fieldwork for live shots, contributing to the successful execution of breaking news stories.

EDUCATION

Master of Arts

Academy of Art University · US, CA, San Francisco

- San Francisco, CA

Bachelor of Arts

Temple University · US, PA, Philadelphia

- Philadelphia, PA

AWARDS

Daytime Emmy Award -- Segment Producer

The National Academy Of Television Arts & Sciences · 2022

INVOLVEMENT

NABJ NABJ (National Association of Black Journalists) Los Angeles Chapter, NAACP Los Angeles Chapter, Paramount's BEAT+, Hue You Know

SKILLS

HARD SKILLS

Video Editing: Understanding of Adobe Premiere Pro, Final Cut Pro, and Photoshop, **Communication Tools:** Expert in using Slack, Asana, and Microsoft Office. **Newsroom Scripting Systems:** iNews and ENPS, **Content Management, ROI, Marketing, Marketing, Copywriting, Editorial, Proofreading, Writing Editing, Attention to Detail, Campaign Management, Publishing, Content Creation, Writing, Social Analytics**

INTERPERSONAL SKILLS: Problem-solving, Project management, leadership /Talent Development, Detail-oriented, Analytical