


MAYA JAMES

DIGITAL MEDIA SPECIALIST

ABOUT ME

A creative multimedia professional with over 4 years of journalism experience. Skilled in developing copy that effectively engages audiences across a wide range of platforms.

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 mayaijames.journoportfolio.com

EDUCATION

B.A. Print/Digital Journalism



May 2023

University of Central Florida
Orlando, FL

SOFT SKILLS

- Time management
- Written and interpersonal communication
- Meticulous attention to detail
- Strategic leadership
- Team development

HARD SKILLS

- Proficient in Wordpress CMS
- Microsoft Office
- Comprehensive knowledge of AP style
- SEO Analytics
- Client relationship management
- Sales analytics and business strategy
- Online audience engagement

INTERESTS

- Reading
- Writing & Blogging
- Content creation
- Pilates and home workouts

WORK EXPERIENCE

Nicholson Student Media

Reporter

University of Central Florida
Aug 2019 - May 2022

Demonstrated strong writing and editing skills, consistently producing clear, concise, and engaging reports.

Collaborated effectively with editorial teams and sources to deliver compelling and fact-based news stories on various topics.

Nicholson Student Media

Life Editor

University of Central Florida
January 2022 - May 2022

Spearheaded editorial strategy development, guiding the direction of story coverage for the life section while maintaining adherence to journalistic standards and ethics.

Led and managed a team of journalists, overseeing editorial processes, assignments, and deadlines to ensure the timely and high-quality delivery of life content.

Orlando Weekly

Editorial Intern

Downtown Orlando, FL
Oct 2019 - March 2020

Contributed to content creation by writing articles and multimedia content, showcasing a strong ability to adapt to different formats and styles.

Demonstrated proficiency in SEO techniques, enhancing online visibility and audience engagement through SEO.

Central Florida Lifestyle Magazine

Editorial Intern

Downtown Orlando, FL
Jan 2022 - May 2022

Played a pivotal role in enhancing the magazine's digital presence by crafting compelling content, coordinating social media calendars, and leveraging analytics to optimize strategies for maximum impact.

Nike Well Collective

Full Time Women's PLC Athlete

Tampa, FL
Aug 2022 - Present

Utilizes data-driven sales analytics techniques while leading impact among female customers, consistently exceeding sales targets and optimizing inventory management for improved profitability.