

# CLARETTA J. BELLAMY

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## PROFESSIONAL SUMMARY

Experienced digital content producer and journalist with 2+ years experience writing news, feature and profile articles for local and national institutions in addition to creating promotional and documentary-style videos. Seeking to expand skillset by working in a unique multimedia environment including a newsroom, magazine, radio or television station.

### SKILLS:

Editing experience using Adobe Premiere, Adobe Photoshop, Adobe InDesign, Final Cut Pro, Audacity, Microsoft Office, and DSLR camera, in addition to having skills in public speaking, interviewing, reporting, writing, research, social media management and communication.

### EXPERIENCE:

#### Contributing Writer

ANA Magazine, New York City (remote)

April 2021 - present

- Works with editor to generate content for the ANA website.
- Prepares articles 1000 words in length and includes sources, photographs and permissions.
- Performs research and creates list of pre-interview questions for discussion.
- Schedules and conducts interviews with chief marketing officers and business executives.

#### Account Coordinator

Violet PR, Montclair, NJ

February 2021 – present

- Researching and writing news releases, pitches, media advisories, blogs and social media content; offering ideas for video / photography to support a story pitch.
- With support, pitching by email and phone to regional and trade journalists, focusing first on bloggers, local media and podcasters.
- Social media management, including implementation of social media campaigns and scheduling out content on Hootsuite for multiple clients on platforms including Twitter, Instagram, LinkedIn and Facebook.
- Participating in client conference calls with the team; compiling and preparing client reports, includes merchandising and quantifying media placements for clients.

#### Writing Intern, The Key Reporter

Phi Beta Kappa, Washington D.C. (remote)

January 2020 – July 2020

- Worked with editor to generate content for The Key Reporter website.
- Responded to required assignments as well as research/pitch ideas.
- Prepared a minimum of five articles (500-700 words each) including photographs and permissions.
- Fact-checked, proofread, formatted, and edited as necessary.

#### Content Producer, Office of Communications

Rutgers University, Newark, NJ

August 2018 – June 2020

- Wrote over 10 news articles published on RUN's website viewed by students, faculty, and the general public.
- Secured interviews with students and notable local community members and conducted research for upcoming multimedia projects.
- Shot, edited and produced promotional videos and student profile series published on university's YouTube channel that acquired 2k+ views.
- Performed in front of camera as co-host for Connect TV university news program.
- Simultaneously worked as a part-time content producer while being a full-time student in Rutgers University-Newark's journalism program.

### EDUCATION

Rutgers, The State University of New Jersey,

Rutgers School of Arts and Sciences – Newark

Bachelor of Arts, Journalism

Minor: Video Production

GPA: 3.8

Journalism Excellence Award Recipient, Phi Beta Kappa Honor Society Member