# **Justin Stevens**

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#### WORK EXPERIENCE

#### SevenRooms

Senior Talent and Communications Producer

- Produced internal video series and multimedia content, managing ideation, filming, editing, and distribution to increase engagement among 325+ global employees.
- Directed the development of visually engaging narratives for internal campaigns, showcasing employee stories and organizational culture.
- Built and launched an intranet and knowledge base, improving knowledge sharing and operational efficiency across the organization.

Talent and Communications Specialist

- Created and maintained a talent branding campaign focusing on video content which boosted LinkedIn engagement and followers by 25% through cross-functional collaboration.
- Designed and executed storytelling strategies, producing multimedia content that elevated employer brand visibility and attracted top talent.

#### **CBS** News

Associate Producer

- Orchestrated daily live news segments, collaborating with talent and production teams to deliver visually compelling content integrating graphics and banners.
- Optimized social media reach with SEO-enhanced links, driving content engagement across platforms with 8.3M Twitter followers and 6M Facebook users.
- Crafted stories, headlines, and teases under tight deadlines, ensuring accuracy and engagement for digital and live audiences.

## **CBS Interactive**

#### Digital Associate

- Wrote 5+ daily stories for live weekday morning news shows, focusing on breaking news coverage to enhance viewership engagement.
- Spearheaded editorial efforts during breaking news events, coordinating with team members to deliver timely and accurate coverage. **Coral Gables. FL**

### **Hurricane Athletics**

Creative Content Associate

- Developed engaging video content for sports events and social media platforms, reaching over 10,000 viewers and enhancing audience interaction.
- Directed all aspects of content creation, including live game filming, interviews with athletes, and post-production editing for promotional use.

### **EDUCATION**

### **University of Miami**

**B.S.C.** Broadcast Journalism & Media Management (Marketing Minor)

- **GPA**: 3.79 | **Honors**: Omicron Delta Kappa, Television Academy Foundation Award Winner
- Leadership roles: Resident Assistant, University of Miami Athletics, UMTV **SKILLS & SOFTWARE**

**SKILLS:** Video Production, Storyboarding, Content Creation, Editing, Scriptwriting, Social Media

SOFTWARE: Adobe Premiere Pro, Adobe Photoshop, Canva, Microsoft Office, Slack

# New York. NY

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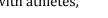
### *November 2020-September 2021*

March 2019-March 2020

March 2022-March 2024

September 2021-March 2022

## **Coral Gables**, FL



New York. NY March 2024-Current