

# PHYLISHA DRAYTON

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**Education:** University of Detroit Mercy | B.A., Communications | Minor, Digital Media Studies | 2018

## PROFESSIONAL SUMMARY:

Digital Media Professional skilled in UX design, news producing, project management, creative communications (verbal and written) and consulting with a penchant for details and organization. Passionate creator of compelling content and eye-catching visual media. Over five years of experience in delivering successful outcomes across diverse media channels.

## CORE COMPETENCIES:

**Leadership:** creative thinker | positive | results-oriented | active listener | strategic

**UX Designer:** conduct interviews & competitive audits | create personas | design paper & digital wireframes, craft mockups | build low & high-fidelity prototypes | conduct usability studies, accessibility & iteration on designs, structure info architecture, and responsive website designs. *Google UX Design Professional Certification - May 2023.*

**News Production/Writing:** sound news judgement | managing story blocks | directing on-air personnel & staff | broadcast planning | wrote 150 story scripts weekly | tailoring written and oral communications to target audiences | expertise in scripts, teasers, bumpers, news reporting and newspaper editing | creating brand marketing for diverse clients.

**Content Creation/Video Production:** creative storytelling from concept to execution | identifying market opportunities | delivering to project timelines | shaping content to communication mediums (social media, interactive & broadcast media, print) | b-roll, interview, live-action & film shooting experience | aptly directing on-site crews | nailing transition, timing, pacing & emotional connection in post-production editing.

**Project / Organization:** team collaboration | requirements gathering | planning, tracking & scheduling | making resource assignments to deadlines | time & prioritize multiple projects | troubleshooting blockers in real-time

## TECHNICAL SKILLS:

### Content production

- Electronic News Production System (ENPS) | 2 years
- Edius | 2 years
- Bitcentral | 2 years

### UX Design

- Figma
- Adobe XD Software

### Video production

- Adobe Creative Cloud (Premiere Pro) | 5 yrs.
- Camera Operation – DSLR, Sony HVR Z7U |

### Graphic design

- Adobe Creative Cloud (Photoshop, InDesign, Illustrator) | 5 years

### Business collaboration

- Microsoft Office (Word, Excel, PowerPoint, Outlook) | 12 years
- Slack | 2 years

## EXPERIENCE:

### Communications Consultant | Superior Innovative Solutions (SIS) 2021 – Present | Detroit, MI

- Creates original marketing including graphics, copywriting, and media content for company website & social media
- Developed pitch presentation that won SIS multiple major contracts, including with Waste Management Inc., the U.S.'s largest waste management company
- Refines public messaging; message collaboration with internal and external partners

### Lead Producer | KEZI 9 News Station 2018 – 2020 | Eugene, OR

- Produced a daily 60-minute news program to lead KEZI's evening news cycle
- Earned regional Emmy Nomination for Best Evening Newscast (Markets 81+)
- In-charge of overall content curation and visual-look of the broadcast
- Coordinated with news team to ensure accurate information, diverse voices, and a seamless flow of the show
- Increased show viewership to its highest rate in a year within first 6 months
- Earned distinction of number one local 4pm news show within 2 years

### Videographer, Producer, Editor | Freelance 2015 – Present | Detroit, MI

- Edited over 700 hours of footage for films, videos, historical documentaries and TV
- Shot live action sports for broadcast on ESPN 3, interviews, music, and promo videos.
- Directed 8-person crew on set of short film "The Harvest" for 3 weeks
- Shot, directed, and edited promotional marketing video for Detroit Fitness Hub
- Created storyboards, mapped out shooting schedules, scouted locations.

### Graphic Designer | Freelance 2016 – Present | Detroit, MI

- Constructed website, including art direction, layout, and design elements for orgs
- Edited sports photos for University of Detroit Mercy Dept. of Athletics to increase fan interaction through social media on Game Days