

TAYLOR CRAIG

taylorcraigmedia.com

 (Click!)

CONTACT

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PROFESSIONAL SKILLS

Producing
Broadcast News-Writing
Research
Video Editing
Copy Editing
Field Producing
Graphics
AP Style Writing
HTML Formatting
Podcasting
Controlroom

SOFTWARE PROFICIENCY

iNews
Ardome
Viz Pilot
CNN Newsource
ExtremeReach
Avid EDIUS
Aurora Browse
Final Cut Pro
Adobe Premiere
Adobe After Effects
Adobe Photoshop

THOSE WHO KNOW TAYLOR

"I can personally testify to the high quality of his intelligence, drive, and ability to work well with others. It was truly an honor to have him as a student."

- Stephen Charbonneau, Ph.D.

"Few routinely display Mr. Craig's inquisitiveness and analytical approach. Moreover, Taylor never hesitated to voice well-founded dissent from majority opinion -- even when mine was in the majority."

- Kevin M. Petrich, Ph.D.

ABOUT TAYLOR

I'm a high-energy storyteller with a drive to deliver news in the most compelling way possible. My most deeply held values are honesty, effort, and maintaining a positive attitude.

EDUCATION

BACHELOR OF ARTS, MULTIMEDIA JOURNALISM (FILM)

Florida Atlantic University | 2017

WORK EXPERIENCE

RESEARCHER/BOOKER

Fox Business Network | Oct 2017 - Present

- Produce political and financial news guest segments by conducting research for anchors, organizing elements, and pre-interviewing guests for topics to be discussed.
- Handle live segments by checking in guests in the controlroom and communicating with the director to cue up elements.
- Write/Produce headlines segments on FBN:AM, combining objective and potent scriptwriting with compelling elements that engage the viewer.
- Co-ordinate with editors, graphics artists, media desks, etc. to ingest, edit and air elements.
- Produce live daily sports segment with Jared Max on FBN:AM and Mornings with Maria.
- Write/Produce Cheryl Casone's Headlines on Mornings with Maria.
- Pitch stories for future packages and on-air guest segments.
- Assist in field producing packaged segments for air.

WRITER

WSVN-TV | Sept 2016 - Oct 2017

- Wrote scripts on minute-to-minute deadlines for the most-watched English-language news station in the Miami-Ft. Lauderdale television market (#16).
- Built packages from scratch by use of footage and information on CNN NewsSource, FOX ExtremeReach, Associated Press, etc.
- Researched and developed completed scripts for stories on the 10 and 11 p.m. shows.
- Navigated iNews to properly format scripts read on-air by anchors in multiple shows.
- Created on-screen computer graphics for live shots, interviews, etc.

DIRECTOR OF VIDEOGRAPHY, WRITER

FAU University Press | Jan 2015 - Nov 2016

- Developed intriguing, original story ideas and helped reporters discover their own.
- Monitored all video produced under the UP's name, helping beginners learn video.
- Wrote in AP Style, meeting strict print deadlines with strong content.
- Communicated with media relations and other administrative departments to research and acquire sensitive documentation through proper channels.

FREELANCE JOURNALIST

Taylor Craig Media | Jan 2015 - Nov 2016

- Independently produced engaging visual stories addressing global political and cultural concepts in a locally specific, objective manner.
- Initiated meetings and cultivated sources to grow South Florida reputation for reporting.
- Distributed stories on social media to generate thousands of views.
- Edited content using software like Adobe Premiere, After Effects, and Audition.

FOUNDER, PRODUCER, AND CO-HOST

The Pucking Panthers Podcast | Aug 2015 - Jan 2017

- Filmed and produced a bi-weekly web show about Florida Panthers hockey for two seasons.
- Appeared on-camera to discuss, recap, and analyze Panthers' news and highlights to a loyal fan base on social media (Twitter and YouTube).
- Raised over \$12K for the Henrik Lundqvist Foundation through social media engagement.