

# WILLIE HURT

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## KEY SKILLS

- Adobe Cloud (Premiere Pro, Audition, Photoshop, After Effects, Illustrator, Indesign) \* ENPS \* WordPress \* Canva \* Strong public speaking and presentation skills \* Multimedia package production \* Field reporting, voiceovers, live shots \* Content creation (Tiktok, Instagram Reels, Twitter/X) \* Teleprompter and camera operations \* Interviewing, research, investigative journalism \* Web content strategy, analytics, trend monitoring

## EDUCATION

### Bachelor of Science in Broadcast Journalism

Aug '22 - May '26

Florida A&M University

Tallahassee, FL

- Expected in Spring 2026
- 3.72 GPA
- 2022-2023 Deans List
- Volunteer Hours (2023-2024): 125
- 2024 Orientation Leader, Phi Sigma Theta National Honor Society, Progressive Black Men Incorporated Press and Publicity Committee, Chicago Club Membership Chair, FAMU peer mentor, Jewels Incorporated Royal Court Escort, 2023 Dream Foundation Fall Cohort, 2023 USAA Executive Leadership Council Scholar

## PROFESSIONAL EXPERIENCE

### Staff Writer

Jul '22 - Mar '23

THE NEWSSCHOOL

Chicago, IL

- Published 13 original SEO-optimized sports articles across weekly deadlines \* Conducted research on sports trends along with community trends to develop timely and engaging story pitches \* Gained hands-on experience with digital journalism, content strategy, and audience targeting

### Production Intern

Jun '25 - Aug '25

CAN TV

Tallahassee, FL

- Operated studio cameras, audio boards, and control room equipment to support live and taped television productions \* Edited video segments using Adobe Premiere Pro to create polished content \* Assisted directors and producers with show setup, set design, and background staging for multiple network programs \* Researched, filmed, and produced an original news package covering featuring interviews and community storytelling

## WORK EXPERIENCE

### Social Media Manager

Oct '25 - Present

Progressive Black Men Inc.

Tallahassee, FL

- Developed and managed a multi-platform content calendar for Instagram, Facebook, and X to maintain consistent digital engagement
- Wrote clear, engaging, and brand-aligned captions tailored to different audiences and platforms
- Created and scheduled strategic social media posts to promote events, initiatives, and organizational updates

### Staff Writer and Editor

Oct '24 - Present

Journey Magazine

Tallahassee, FL

- Composed feature stories and lifestyle content tailored to the Black college experience, blending culture, identity, and storytelling
- Expanded storytelling range through creative nonfiction, personality profiles, and multimedia-supported content
- Adapted writing style to fit the magazine's brand, audience, and visual storytelling approach

### On-Air Personality (The Playmakers)

Oct '22 - Present

WANM 90.5 THE FLAVA STATION

Tallahassee, FL

- Contributed to a live weekly sports talk show by delivering in-depth analysis, discussing trending stories, and engaging audiences on current sports events
- Analyzed sports data and trends to deliver insightful commentary and drive engaging debates on professional and collegiate athletics
- Enhanced on-air communication skills by speaking live for up to 90 minutes weekly, engaging an audience of listeners while managing real-time discussions and caller interactions under tight time constraints