



# NIKKI GASKINS CAMPBELL

SEASONED JOURNALIST  
SOCIAL MEDIA NINJA  
MEDIA RELATIONS SPECIALIST

📍 BONNEAU, SC (NEAR CHARLESTON)



## EDUCATION

UNIVERSITY OF SOUTH CAROLINA

B.A. IN JOURNALISM & MASS  
COMMUNICATIONS

MINOR IN SPANISH



## ACHIEVEMENTS

- Emmy-nominated journalist
- Regularly delivered engaging content for Fortune 500 companies like Hallmark, Zoosk & Realtor.com
- Conducted high-profile interviews with celebrities & US presidential candidates
- Regularly secure media placement for clients



## SOFTWARE

- Adobe Premiere Pro CS6
- Adobe After Effects
- Print Artist Platinum 24
- Microsoft Suite
- Google Docs
- WordPress, Trello
- GIMP & Basic Photoshop



## EXPERIENCE

2017-PRESENT

- **DEPT. OF HOMELAND SECURITY**  
FEMA MEDIA RELATIONS SPECIALIST (RESERVIST)  
Serve as FEMA spokesperson for media interviews; document and analyze media efforts and outcomes; monitor news coverage to ensure that accurate information is reported; disseminate vital information [news releases, media advisories, etc] to media; analyze media coverage for potential issues, inaccuracies and trends; research, compile information for draft, and edit responses to media inquiries.

2014-PRESENT

- **THE BERKELEY OBSERVER**  
DIGITAL PUBLISHER | MANAGING EDITOR  
Launched & created hyperlocal digital news publication for the biggest county in the state; maintain a large social media following; oversee national advertising on site; manage a small group of freelance reporters; generate & assign daily content; maintain a close relationship with the community; proof and approve reporters' stories.

2019-2022

- **PATCH**  
SOUTHEAST REGIONAL EDITOR | FILL-IN MANAGER  
Spot scoops, break stories and report them in real time; write headlines; select photos; report original news; aggregate/curate local news of interest; work collaboratively with colleagues and independently as necessary; organize/create local home pages and newsletters according to best practices; run Patch-branded social media channels; study key metrics to monitor performance and improve tactics; create, schedule relevant push alerts/email blasts; assign/schedule news editors & stories as needed; proofread editors' stories for clarity, accuracy and style.

**NEXT** ➔



# EXPERIENCE CONT.

2013-PRESENT

## • SPOTLIGHT MEDIA PROS

### FREELANCER CONTENT WRITER | PUBLICIST

Produce compelling written content for clients all over the world, including but not limited to: press releases, news articles, blogs, SEO friendly content.; provide media consultation to clients.; generate publicity for their projects through various methods such as social media, media outreach, etc; assist clients with social media.

2011-2016

## • WCIV-TV (ABC)

### REPORTER | ANCHOR | PRODUCER

Reported on multiple stories a day as lead reporter; handled breaking news with ease; primary crime and courts reporter; posted multiple stories to the web daily including video; performed daily live shots; developed news contacts; produced (using I-News) and anchored as needed; lined up interviews for stories.

2009-2011

## • WJCL-TV | WTGS-TV (ABC & FOX)

### REPORTER | ANCHOR | HOST

Served as lead reporter covering crime & court system for FOX & ABC newscasts; hosted 30 minute show called "Savannah's Most Wanted;" backup anchor; backup producer (using ENPS); backup assignment manager; extensive live shot experience; edited own stories using non-linear program; shoot video as needed.

2008-2009

## • WMBF-TV (NBC - Raycom Media)

### REPORTER | ANCHOR | PRODUCER

Shot, edited, and wrote own stories utilizing ENPS, Edius Pro, and High Def P2 cameras; generated enterprising story ideas; performed live shots daily including for earlier shows; served as primary fill-in producer for newscasts; fill-in anchored & produced own shows; utilized World Now to post stories and video to web nightly; responsible for "Most Wanted" franchise.

2005-2008

## • WALB-TV (NBC - Raycom Media)

### REPORTER | ANCHOR | PRODUCER

Averaged four live shots per morning; backup anchor; edited & approved scripts; brought enterprising story ideas to daily meetings; booked own show guests; ability to cover breaking news live from the scene; primary fill-in producer for all newscasts; developed contacts; utilized World Now to post stories and video to web; managed weekend staff.



# CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- Yoast SEO for Beginners Certification
- SEO Hubspot Academy



# SKILLS

- Google Analytics, Chartbeat
- Newswhip, Dataminr, Crowdtangle
- Social Media (Ex: Twitter, Facebook, etc.)
- AP Style, DMCA Knowledgeable
- Video Editing/Videography
- Slack, Zoom
- MailChimp, Sumo
- Pushly, PushEngage (news alerts)
- Cision, Canva
- SocialFlow, Hootsuite
- Microsoft Suite, Google Suite, Sharepoint



# MEMBERSHIPS

- Daughters of the American Revolution
- Daughters of the War of 1812



# VOLUNTEERISM

- Make-A-Wish

# OTHER JOBS HELD

- Berkeley County Sheriff's Office - Deputy
- Berkeley County Rescue Squad
- Editorial Assistant - USC Press
- Restaurant Server



# REFERENCES

Available upon request  
or read verified reviews of my past  
work here:

<https://tinyurl.com/y29k927k>

\*Reviews also available on  
LinkedIn



/NIKKIGASKINS

WWW.SPOTLIGHTMEDIAPROS.COM



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