A person with blonde hair and red lipstick

Description automatically generated**NIKKI GASKINS CAMPBELL**

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**JOURNALIST▪️PUBLIC RELATIONS PRO▪️SOCIAL MEDIA MANAGER**

**🌐 https://www.linkedin.com/in/nikkigaskins**

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| **EDUCATION** |

University of South Carolina – Columbia

* Bachelor of Arts in Journalism & Mass Communications (Broadcast Journalism)
* Minor in Spanish

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| **CERTIFICATIONS** |

* Hootsuite Platform Certification
* Hootsuite Social Marketing Certification
* Yoast SEO for Beginners Certification
* SEO HubSpot Academy

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| **SKILLS** |

Research ▪️ Interviewing ▪️ Verbal & Written Communication ▪️ Scheduling ▪️ Writing ▪️ Staff Management ▪️ Videography ▪️ Video Editing ▪️ Social Media Management ▪️ Social Media Marketing ▪️ Basic SEO ▪️ Proofreading ▪️ Email Marketing ▪️ Affiliate Marketing ▪️ DMCA ▪️ Breaking News ▪️ Basic HTML ▪️ Basic Photography ▪️ Content Strategy ▪️ Public Relations ▪️ CMS Tools ▪️ Traditional/Non-Traditional Media ▪️ AP Style ▪️ Spokesperson ▪️ Voiceovers ▪️ Basic Photo Editing ▪️ Organization ▪️ Adaptability ▪️ Teamwork ▪️ Planning

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| **SOFTWARE EXPERIENCE** |

Google Analytics ▪️ Chartbeat ▪️ SEMrush ▪️ Microsoft Suite ▪️ Trello ▪️ WordPress ▪️ MailChimp ▪️

Sumo ▪️ Adobe Premiere Pro ▪️ Adobe After Effects ▪️ Google Suite ▪️ Google AdSense ▪️ Slack ▪️ Zoom ▪️ Pushly ▪️ Push Engage ▪️ Cision ▪️ Canva ▪️ Meta Business Suite ▪️ Print Artist Platinum ▪️ Print Shop Professional ▪️ GIMP ▪️ Social Sprout ▪️ Hootsuite ▪️ Yoast ▪️ All In One SEO ▪️ WIX ▪️ Dataminr ▪️ Newswhip ▪️ Crowdtangle ▪️ Moz ▪️ Grammarly ▪️ Hemingway Editor ▪️ Bluehost ▪️ HARO

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| **EMPLOYMENT HISTORY** |

**Jan. 2017 – present**

**Federal Emergency Management Agency (FEMA) – Washington, DC**

**Media Relations Specialist [Reservist**]

* Establish and maintain relationships with local media markets to ensure consistent, timely, and accurate information on disaster response and recovery is provided to the public.
* Disseminate and draft vital information [news releases, media advisories, etc.] to media representatives.
* Serve as a FEMA spokesperson for field interviews [TV, radio, social media, print] during disasters.
* Support field requests for special media events, including editorial boards, VIP visits, and press conferences, as directed.
* Analyze media coverage for potential issues, inaccuracies, and trends; flag hot issues for supervisor attention and provide rapid response.
* Research, compile information for draft, and edit responses to reporter media inquiries.
* Document and analyze media efforts and outcomes.
* Utilize Cision to send newsworthy emails to reporters, producers, assignment managers and anchors.
* Coordinate multilingual media activities with other components of external affairs.
* Develop talking points for executive staff to effectively respond to their stakeholders' [lawmakers, state officials, etc.] questions.
* Shoot and edit video/photos to support agency’s messaging to disaster survivors.

**Jan. 2014 – present**

**The Berkeley Observer – Goose Creek, SC (Remote)**

**Freelance Managing Editor**

* Launched, built, designed digital news site for the fastest-growing county in the state.
* Distribute local content via Facebook, Instagram, TikTok and Snapchat. Engage and respond to followers.
* Oversee paid social media marketing efforts.
* Use MailChimp to create and send daily newsletters to subscribers.
* Manage the front and backend of The Berkeley Observer website using WordPress.
* Ensure that the website remains “mobile-friendly,” utilize Google's AMP program for faster loading stories on smartphones.
* Oversee social media marketing with promoted posts.
* Manage third-party advertising on website through Google Adsense, Underdog Media, Infolinks, MGID, AdSupply, etc.
* Aggregate news content via partnerships with Newsbreak and SmartNews.
* Manage a small group of freelance reporters; make sure they are promptly paid for their work.
* Generate and assign daily content that will interest readers.
* Maintain a close relationship with the community.
* Proofread, fact-check and approve reporters’ stories.
* Closely monitor social media (Ex: Twitter, Facebook) for potential stories
* Send breaking news to readers' smartphones or websites using PushEngage software.

**Jan. 2013 – present**

**Spotlight Media Pros – Goose Creek, SC (Remote)**

**Content Strategist, Publicist & Social Media Manager [Freelance]**

* Produce compelling content for national and global clients (big and small), including but not limited to: press releases, news articles, blog posts and SEO-friendly content.
* Use Canva, Print Artist Deluxe and Print Shop 5.0 Professional to create flyers, signs, pamphlets, etc. for clients.
* Adhere to the Digital Millennium Copyright Act (DMCA), use Creative Commons photos/videos where possible (Ex: Pixabay, Wikimedia Commons, Pexels)
* Serve as spokesperson for various agencies/nonprofits.
* Implement affiliate marketing within content pieces (Ex: ShareASale, Amazon, Commission Junction, Rakuten)
* Provide media consultation to clients on effective ways to promote their brand.
* Generate publicity for client projects through social media, distribution channels, and by directly reaching out to media outlets.
* Produce/edit video and social media content for clients as needed.
* Manage clients' social media posts through Hootsuite.
* Manage clients' blogs primarily through WordPress.
* Help clients improve SEO with the assistance of Yoast and All in One SEO plugins.

**Oct. 2019 – Sept. 2022**

**Patch.com – New York City, NY (Remote)**

**News Editor & Fill-In Southeast Regional Manager**

* Spotted scoops, broke stories and reported them in real-time.
* Wrote captivating headlines; selected engaging photos while reporting original news.
* Aggregated/curated local news of interest on occasion.
* Arranged interviews with individuals, authorities and agencies to gather information for original news reporting.
* Worked collaboratively with colleagues and independently as necessary in a remote, virtual newsroom environment.
* Organized, created and scheduled local home pages and newsletters according to best practices.
* Ran Patch-branded social media channels using Social Flow.
* Studied key metrics using Chartbeat and Google Analytics to monitor performance and improve tactics.
* Assigned and scheduled news editors and content as needed.
* Proofread editors' stories for clarity, accuracy and style.
* Responded to article take-down requests (particularly regarding mugshots/arrests) while adhering to company policy.
* Created and scheduled relevant email news blasts, push alerts using OneSignal platform.
* Used Getty Images, DataMinr, Crowdtangle, Newswhip, Shutterstock and AP Wire to assist with and enhance local news coverage.

**March 2011 – Oct. 2016**

**ABC News 4 – Mt. Pleasant, SC**

**Reporter, Fill-In Anchor, Fill-In Producer**

* Developed sources, created story ideas, and produced content on-air, online and all digital platforms.
* Handled breaking news with ease while live from the scene.
* Posted multiple stories and video to the web daily.
* Performed multiple live shots in the field and in studio daily.
* Developed news contacts and close relationships with the community.
* Produced (using iNews) and anchored newscasts as needed.
* Edited packages, VOs, and VOSOTS under tight deadlines using Adobe Premiere Pro.
* Researched facts and proofread reporters' stories prior to air when filling in as a producer and/or anchor.
* Built a network of trusted sources that supplied info, allowing ABC News 4 to stay ahead of its competitors.
* Served as a dedicated team player, filling in for multiple positions when understaffed.
* Closely monitored social media (Ex: Facebook, Twitter) for potential stories.
* Used social media and relevant hashtags to promote stories.
* Monitored AP wire for potential news stories and local news angles.

**June 2009 – March 2011**

**WJCL ABC 22 & WTGS FOX 28 – Savannah, GA**

**Crime Reporter, Anchor, Fill-In Assignment Manager, Fill-In Producer**

* Served as lead reporter covering crime and court system for newscasts.
* Posted daily stories to FOX and ABC news websites.
* Hosted, organized and produced 30-minute show called “Savannah’s Most Wanted."
* Booked weekly guests for FOX weekend show.
* Served as backup anchor, backup producer, backup assignment manager.
* Edited and shot video as needed.
* Researched facts and proofread reporters' stories prior to air when filling in as a producer and/or anchor.
* Built a network of trusted sources who supplied info from time to time, allowing ABC/FOX to stay ahead of its competitors.
* Used social media and relevant hashtags to promote stories.
* Monitored AP wire for potential news stories with local angles.

**March 2008 – June 2009**

**WMBF-TV (Raycom Media) – Myrtle Beach, SC**

**Reporter, Fill-In Anchor, Fill-In Producer**

* Shot, edited, and wrote own stories using ENPS, Edius Pro, and High Def P2 cameras.
* Transferred from sister station to help launch new NBC affiliate for the Grand Strand.
* Generated enterprising story ideas.
* Performed multiple live shots daily under deadline pressure.
* Served as primary fill-in producer for all newscasts, including two-hour morning show.
* Anchored & produced own shows while running my own teleprompter from the anchor desk.
* Utilized WorldNow to post multiple stories and videos to the web daily.
* Produced, wrote and edited weekly franchise titled "Grand Strand's Most Wanted."
* Used social media and relevant hashtags to promote stories.
* Monitored AP wire for potential news stories.

**Aug. 2005 – March 2008**

**WALB-TV (Raycom Media) – Albany, GA**

**Morning Reporter, Fill-In Anchor, Fill-In Producer**

* Averaged four live shots per morning.
* Served as backup anchor (also produced own shows)
* Edited and approved scripts when anchoring/producing.
* Brought enterprising story ideas to daily meetings.
* Booked own guests for two-hour morning show.
* Covered breaking news live from the scene with ease.
* Served as primary fill-in producer for all newscasts.
* Developed contacts and built trust with members of the community.
* Utilized WorldNow to post stories and videos to the web daily.
* Managed weekend staff when initially brought on as a weekend producer.
* Monitored AP wire for potential news stories.

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| **MEMBERSHIPS** |

* Make-A-Wish (Volunteer Wish Granter)
* Daughters of the American Revolution
* Daughters of the War of 1812
* Huguenot Society of South Carolina

**REFERENCES AVAILABLE UPON REQUEST**

*(Testimonials available on LinkedIn)*