

Carmella R. Boykin

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CarmellaBoykin.com

EXPERIENCE

44 New Voices Project Manager – Newhouse Digital Media Center Syracuse, NY August 2020 – Present
Managing team of 15+ to research, select, and amplify diverse voices in media • Developing research guidelines • Leading weekly meetings with faculty, advisors and team members • Hosting interview series with selected voices • Creating digital content • Developing innovative digital launch events during pandemic • Collaborating with campus resources to promote project • Sending weekly update emails

Morning News Anchor – CitrusTV Syracuse, NY January 2020 – Present
Co-anchoring bi-weekly morning news show *Juice and Java* • Hosting *Juice and Java* pre-tapes • Hosting in-studio interviews • Anchoring remotely during COVID-19 pandemic • Pitching pre-tape and segment ideas • Promoting segments with social media teasers • Writing and copy-editing broadcast scripts • Editing VO in Avid

Evening News Anchor – CitrusTV Syracuse, NY August 2019 – Present
Co-anchoring half-hour weekly evening newscast *Live at 6* • Anchoring during breaking news including #NotAgainSU • Writing and producing segments during breaking news • Writing and copy-editing broadcast scripts throughout day prior to show • Anchoring digital shows during COVID-19 pandemic • Mentoring rising students at CitrusTV

Entertainment News Host – CitrusTV Syracuse, NY January 2019 – Present
Co-hosting half-hour entertainment news show *Unpeeled* • Hosting webisodes for social media • Moderating discussion panels • Pitching and writing news stories • Voted Best CitrusTV Entertainment Host 2019, 2020 by SU Alumni

Reporter – Newhouse Communication Center News Syracuse, NY September 2019 – Present
Pitching, writing and producing TV news packages and radio wraps • Reporting stories live in-field • Writing broadcast scripts • Writing web stories • Editing stories in Adobe Premiere Pro • Promoting stories on social media

Digital Entertainment / News Host – CitrusTV Syracuse, NY January 2020 – February 2021
Writing, producing and hosting weekly *CitrusTV TAP* on Instagram • Managing team to produce content • Monitoring news outlets throughout day to include breaking news in shows • Collaborated to develop inaugural *TAP* shows

Radio Host / Executive Producer – Z89 WJPZ Syracuse, NY September 2020 – December 2020
Researched, wrote and hosted weekly, hour-long entertainment news show *Red Carpet Report* • Directed and operated audio board • Lead weekly pitch meetings • Moderated show discussions

NBC News Weekend TODAY Intern – NBCUniversal New York, NY May 2019 – August 2019
Assisted producers during breaking news coverage of El Paso, TX/Dayton, OH shootings • Compiled research packets for Willie Geist Sunday Sitdowns • Gathered elements for long-term productions • Logged interviews in Media Central • Supported edits • Pitched stories weekly for PopStart and Orange Room segments • Pitched segment ideas in monthly meetings • Ran scripts to control room during live studio broadcasts • Logged music cues for past shows

EDUCATION

S.I. Newhouse School of Public Communications; Syracuse University May 2021
Bachelor of Science: Broadcast and Digital Journalism

- GPA: 3.67, Dean's List All Semesters

SKILLS

- Avid Media Composer
- Adobe Suite: Premiere Pro, After Effects, Audition, Lightroom
- MediaCentral, iNews, NewsConnect
- WordPress
- AP ENPS, LiveU, Dejero
- Twitter, YouTube, Instagram, TikTok, LinkedIn, Facebook