

Tyra Watts

New York Metropolitan Area • tyrawatts75@gmail.com • 732-637-3182
[LinkedIn](#) • [Portfolio](#)

SUMMARY

I am an enthusiastic journalist and digital content creator with five years of experience in news reporting, social media management, and media production. When reporting, I thrive on general assignment articles, but my true passions are entertainment news and advanced storytelling. I am a careful writer who enjoys creating new ways to publish stories in innovative formats.

EXPERIENCE

New York Amsterdam News, New York, NY

August 2025 - Present

[Freelance Journalist](#)

- Covered general assignment, local features, and event news for the largest Black-owned newspaper in New York

Walmart, Freehold, NJ

June 2020 - Present

Front End Checkout Team Associate

- Provided personalized solutions to over 100 customers per shift while tracking cash drawer assets

Hoop Brothers, Orlando, FL (Remote)

July 2024 - September 2024

Social Media & Marketing Intern

- Composed six media campaigns on two social media accounts to monitor client acquisition and engagement
- Advanced brand visibility and audience engagement through media marketing campaigns by 10%

Kean University's Pan-African Student Union, Union, NJ

September 2023 - May 2024

Director of Public Relations

- Managed an Instagram page with over 1,000 followers to actively reach prospective and current members
- Curated a social media content calendar and two program events that acquired 15 new members

Kean University's The Tower Newspaper, Union, NJ

September 2021 - May 2024

[Editor-in-Chief](#) | [Staff Writer & News Editor](#)

- Mentored a 17-person fast-paced newsroom, assigning and editing 85 articles across five issues
- Covered 15 articles on hard news and features with compelling interviews and authentic storytelling

Marketing Choices, Boulder, CO (Remote)

May 2022 - November 2022

[Content Writing Intern](#)

- Created 26 blog posts on adoption processes and surrogacy to educate potential adoptive parents
- Utilized Search Engine Optimization (SEO) in blog posts and improved search engine traffic by 15%

EDUCATION

Kean University, Union, NJ

Bachelor of Arts, Communication - Journalism Minor: Psychology

Brookdale Community College, Lincroft, NJ

Associate of Arts, Humanities - Media Studies

SKILLS

News Reporting | Social Media Management | Media Production | Search Engine Optimization (SEO) | AP Style | Interviewing | Adaptability | WordPress | DreamHost | Google Workspace | Microsoft Office | Final Cut Pro | Adobe Audition | Adobe Premiere Pro | Content Strategy | Digital Marketing | Google Search Console | Canva