

# Tyra Watts

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## **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**

<b>New York Amsterdam News, New York, NY</b> <i>Freelance Journalist</i>	<b>August 2025 - Present</b>
• Covered general assignment, local features, and event news for the largest Black-owned newspaper in New York	
<b>Walmart, Freehold, NJ</b> <i>Front End Checkout Team Associate</i>	<b>June 2020 - Present</b>
• Provided personalized solutions to over 100 customers per shift while tracking cash drawer assets	
<b>Hoop Brothers, Orlando, FL (Remote)</b> <i>Social Media &amp; Marketing Intern</i>	<b>July 2024 - September 2024</b>
• 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%	
<b>Kean University's Pan-African Student Union, Union, NJ</b> <i>Director of Public Relations</i>	<b>September 2023 - May 2024</b>
• 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	
<b>Kean University's The Tower Newspaper, Union, NJ</b> <i>Editor-in-Chief   Staff Writer &amp; News Editor</i>	<b>September 2021 - May 2024</b>
• 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	
<b>Marketing Choices, Boulder, CO (Remote)</b> <i>Content Writing Intern</i>	<b>May 2022 - November 2022</b>
• 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