

Tiffani DuPree

Digital Producer

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Creative and dynamic professional with over 8 years of experience transforming compelling visions into result-driven productions, embedding brand voice into pictorial stories, and driving growth through engaging and influential content. Detail-oriented producer accustomed to working in fast-paced environments, and delivering impactful projects. Skilled in digital production, video editing, storytelling, team management, creative direction, strategic social media management, mentoring, and budgeting.

Technical Proficiencies

Tools:	Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Media Encoder), Final Cut Pro, Flip Q, Chatbot, Hootsuite, Asana, Trello, Slack
Hardware:	Canon C300 and C100, DSLR Cameras, Lavalier Mic, Boom Mic, Litepanels, Felix Light Kit, Zoom Recorder

Career Experience

The Culture Trivia Show with PJ Morton, Remote Producer / Editor

June 2020 – Present

Produce weekly episodes of the show through live streaming studio, StreamYard, by adding questions to the platform, bringing in guests, and incorporating graphics. Drive public's interest and lead to full-episode views on YouTube by editing selected moments from each episode for promotion on social media platforms inclusive of Twitter and Instagram. Develop and implement strategic plans to promote episodes on YouTube using search engine optimization, monetization, and more.

ESSENCE Communications Inc., Brooklyn, NY Assistant Video Editor

September 2018 – Present

Direct shootings, video productions, in addition to lighting and set design for entertainment, lifestyle, politics, and career topics. Produced videos for top performing franchises, efficiently multitasked on various daily projects, and turned around edits on short deadlines. Select and combine most effective audiovisual material to form a logical running story, and efficiently edit long-form and daily videos. Organize raw footage in continuous according to scripts and instructions. Determine audio and visual effects to complete spots. Drive high-performance results in millions of views by conceptualizing videos for various platforms. Train, mentor, and offer continuous support to fellow team members in video editing, production and shooting expertise. Perform maintenance tasks to keep equipment and software working properly.

- Generated 80% increase in video views by using timely edits.
- Pitched video ideas that resulted in millions of views.
- Produced viral video "ESSENCE News: This Mother-Daughter Firefighter Duo Is #Goals" and secured its revenue for 6 months following its publication.

Gizmodo Media Group, New York, NY Video Fellow

September 2017 – September 2018

Planned and coordinated production of explainer videos aiming at driving social media conversation; covered all creative duties including researching, script writing, hosting, and editing of spots. Developed and edited storytelling video spots under demanding deadlines for websites Gizmodo, Earther, The Root, and Splinter.

Offered assistance on execution of shootings for websites Deadspin, Jezebel, and Lifehacker. Delivered copywriting material in form of daily blog entries and long form blogs.

- Presented video pitch that resulted in over 2M views on Facebook.
- Delivered 4 daily social-first videos, reaching hundreds of thousands of views, under stringent time constraints.

Annenberg Media, Los Angeles, CA
Deputy Editor Social Media / Reporter

September 2016 – May 2017

Evaluated leads, tips, and assignments to curate stories. Contributed to editorial meetings by bringing in high-quality news pitches to executive producers. Delivered audiovisual material inclusive of day-of-air text, radio, digital, and television stories. Drove social media conversation and increased followers engagement by launching first chat bot for company on Facebook page. Researched and implemented social media strategies using analytics results to determine efficient content scheduling and posting approaches for Facebook and Twitter. Assisted digital producers with ongoing assignments, in addition to offering comprehensive support to editors for approving pieces.

- Increased followers by 30% over 4 months using vigorous posting and content strategies.

Voice of America, Washington, DC
Media Intern

January 2015 – May 2015

Researched and developed compelling headlines for daily top news stories to generate interest and increase reach. Provided complete editing handling of video projects. Coordinated with production departments and operated teleprompter program for anchor stand-up. Revised material and reviewed footage to comply with editorial guidelines. Promoted finalized videos on social platforms inclusive of YouTube, Facebook, and Twitter. Supported media department in ongoing projects.

Howard University News Services, Washington, DC
Reporter

January 2014 – January 2016

Provided coverage of current happenings, including special events, features, and stories. Determined story's emphasis, length, format, and organize material accordingly. Revised work to meet editorial approval, and submitted packages to respect time frame and space requirements. Published content on University website, YouTube channel, and aired on WHUT-TV 32 PBS. Submitted written content made of news articles, commentaries, and editorials.

- Covered special events at the White House counting the White House Christmas Tree Lightning Ceremony, Broadway at the White House, and the White House Holiday Decorations.

Spotlight Network – WHUT-TV 32 PBS, Washington, DC
Reporter / Anchor / EP

September 2012 – May 2016

Reported broadcasts as fill-in anchor; covered all news casting duties counting researching news, writing scripts, shooting b-roll, conducting stand-ups and interviews, developing voiceovers, and editing footage. Reviewed copies to verify its compliance with editorial style and formatting guidelines. Provided comprehensive training and mentoring to team members and new recruits in software editing, camerawork, script writing, and reporting.

- Efficiently trained over 30 students with editing software and shooting techniques.

Education

Master of Science in Journalism
University of Southern California, Los Angeles, CA, 2017

Bachelor of Arts in Broadcast Journalism, Summa Cum Laude
Howard University, Washington, DC, 2016