

Taylor Turner

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WORK EXPERIENCE

The Examination - Jan. 2024 – Present

Sr. Editor; Digital Storytelling

Remote

- Manage and produce stories in The Examination's CMS, overseeing layout decisions and maintaining digital standards and consistency on our website
- Produce visuals best suited for each story by selecting wire images, creating charts, determining and steering assignments for original photography, illustrations, video, and interactive news products as needed
- Manage and produce email newsletter and maintain an engaging and curated presence on social media platforms including Facebook, Instagram, Twitter, LinkedIn and emerging platforms.
- Copy edit headlines, decks, captions, and other online and promotional display in a timely manner to meet editorial standards and SEO best practices
- Coordinate the development and sharing of multimedia assets between partnering international news organizations.
- Identify, vet, hire and guide freelance photographers/videographers/editors/animators/graphic design artists through the reporting and production processes
- Develop, present, and oversee financial department budgets on a project and annual basis.
- Write comprehensive job descriptions, manage the recruitment process, and make hiring decisions for audience positions, ensuring clarity and alignment with organizational needs.

The New York Times - July 2020 – Jan. 2024

Producer and Audience Editor, Video - Nov. 2022 – Jan. 2024

New York, N.Y.

- Develop clear and insightful weekly and monthly audience reports to provide guidance on performance and video growth onsite and off-platform
- Analyze key performance metrics and use data driven insights to identity audience trends and engagements onsite and off platform
- Contribute audience plans for big stories, events and ongoing features by pulling comparative data for previous events and monitoring audience trends
- Optimize and give feedback on daily news video assets
- Monitor, track, and report on competitive data for big news moments and ongoing continued coverage of breaking news
- Coordinate with the newsroom's SEO and editors across desks to support the rollout of video initiatives both onsite and off-platform
- Leverage and promote evergreen video content during relevant news cycles both onsite and off platform
- Coordinate video product development timelines by tracking active tickets, outstanding requests and monitoring progress on active tickets

International News Producer/Video Journalist - July 2022 – Nov. 2022

Seoul, South Korea

- Help coordinate and expand live and daily news video coverage, planning the newsday, editing pieces, and building the team's news workflow in Seoul to help lay the groundwork for a permanent team in the bureau with the expansion on NYT's 24-hour news coverage.

Daily News Producer/Video Journalist - July 2020 – July 2022

New York, N.Y.

- Use data and third-party audience-related tools like Crowdtangle, Chartbeat and Google Trends to monitor audience demand/interest in topics; these insights inform editorial decisions, help track goals and video performance
- Program nytimes.com/video & playlists to showcase and contextualizing the best visual stories
- Daily optimization of video using SEO, content discovery and social monitoring platforms
- Biweekly internal analytics reports on over 100 news clips and breaking news packages which informs our team's programming decisions regarding when and why we go live, navigate our day-to-day news priorities and identify data, stream or production-type errors
- Handle on average 10 daily edit approvals, spotting errors and providing feedback to improve the final visual product on deadline in a breaking news environment; this has resulted in team workflow enhancement and a 100% increase in video production output
- Manage three daily live feeds on and off-site
- Research, pitch, produce, script, edit and publish compelling and nuanced video stories with a high degree of autonomy and oversee associate producers producing content
- A hands-on leader that manages daily assignments and staffing needs for 4 team members to maintain overall efficiency in production and identify daily news moments our audience wants to watch
- Build and enhance relationships with over 12 desks across the newsroom to uncover the best and newest content, to ensure prime placement for peak user engagement, and socialize video strategy and execution plans with key stakeholders
- Develop training decks, interview prospective new hire candidates, execute the training and advising of associate producers and junior staff in writing scripts, headlines and editing new videos resulting; this has resulted in staffing management and scheduling adjustments to meet breaking news needs, and onboarding staff with the expansion of the London and Seoul bureaus

Video Producer/Editor, The Washington Post - April 2017 – May 2020

- Embedded in new digital travel initiative, By The Way, to pitch and identify strong video opportunities
- Developed visual style guide for By The Way which was then used by freelancers
- Identified, vetted, hired and guided freelance producers/videographers through the interviewing and filming process
- Worked with print reporters to produce, shoot, script, narrate and edit video on deadline in the narrative style of Washington Post video journalism
- Developed original video series for on site, YouTube, Instagram and emerging formats
- Monitored news trends, analyzed video metrics and website traffic to maximize video viewership and online community development
- Collaborated across teams to assist and lead breaking news and live programming on site and off-platform
- Live edited video clips from daily political and breaking news events for washingtonpost.com, Apple News and social media platforms
- Licensed and sourced relevant video clips, compiled sound bites and aggregated social content to create stories for social platforms and complement coverage
- Pitched and identified an average of 3 strong video opportunities daily to numerous departments

Weekend Regional Producer/Production Associate, ABC News - September 2015 – March 2017

- Collaborated with freelancers to shoot and produce correspondent live shots for affiliate stations
- Field produced, framed chyrons and acquired social media content for World News Tonight with David Muir and Good Morning America
- Edited video, arranged downlinks of and oversaw live and taped video feeds distributed to affiliate stations and all ABC News platforms
- Managed weekend news coverage of Western and Central region ABC News affiliates to obtain the stations' top stories
- Booked camera crews, transportation and makeup for correspondents and guests
- Filed stories, shot video, and produced live events for ABCnews.com and Facebook Live

Production, ESPN - August 2014 – May 2015

- Operated studio teleprompter, cut video and audio show elements for live broadcasts
- Logged and archived audio and video for future use

Emma Bowen Foundation Scholar, Comcast Cable Corporation - June 2011 – July 2014

- Shot video for client spot productions which aired on local tv stations
- Coordinated talent appearances and operated studio cameras for Comcast Newsmakers broadcasts which aired during HLN
- Managed social media outlets to engage audiences, drive traffic and promote events for corporate partnerships
- Produced written content for company's internal website and constituent mailouts

SKILLS

Distance Learning Certified, Blackboard Certification, UX/UI research, Jira, Trello, Airtable, Tubular, Crowdtangle, Chartio, Chartbeat, Google Analytics, A/B testing, Microsoft Excel, digital strategy, social media strategy, product rollout, cross-functional team leadership, project management, performance analysis, proficient in live video, vertical video, video production, video editing, Final Cut Pro, Adobe Premiere, Quantel sQ Edit, AVID Certification, news writing

ACADEMIC/PROFESSIONAL HONORS AND AWARDS

2020	The New York Times Third Quarter 2020 Publisher's Award Winner A.G. Sulzberger, publisher of The New York Times, highlights exceptional journalism on a quarterly basis. This experience was awarded for the creation of a native live video solution which transformed The New York Time's ability to cover live events.
2020	Poynter Leadership Academy for Women in Media This highly selective program focuses on the skills and knowledge needed to rise to the highest levels of media leadership.
2020	International Reporting Grant, Pulitzer Center This grant partners with journalists to support in-depth, high-impact reporting on topics of global importance that are often overlooked by mainstream U.S. media.
2016	Edward R. Murrow Award Winner for Overall Excellence in Television and Radio, ABC News This award honors outstanding achievements in broadcast and digital journalism.
2014-2015	Phi Kappa Phi Honor Society, The University of Texas at Austin,

Austin, Texas

The nation's oldest, largest, and most selective honor society for all academic disciplines.

2011-2015 Alpha Lambda Delta & Phi Eta Sigma Honor Societies, The University of Texas at Austin, Austin, Texas

Two separate honor societies that operate as one and honors academic excellence of students who have achieved a 3.5 or higher GPA in their first year in college.

2011-2015 College Scholar, The University of Texas at Austin, Austin, Texas

The university designates outstanding students as College Scholars on the basis of being in the top 20% of their class and a grade-point average of at least 3.50.

2011-2015 Sigma Alpha Lambda National Leadership & Honor Organization, The University of Texas at Austin, Austin, Texas

This organization recognizes members for academic achievement, to engage members in service, and to develop members for leadership.

2011 Dean's List, The University of Texas at Austin, Austin, Texas

The Dean's List is a distinction given to students who earned a grade point average in the top 4% of their class.

ACADEMIC EMPLOYMENT HISTORY

2024-Present Adjunct Lecturer, Propaganda and Mass Comm, Jack J. Valenti School of Communication at the University of Houston, Houston, TX

2021-Present Adjunct Lecturer, American Journalism Online Master's Program, Arthur L. Carter Journalism Institute at New York University, New York, N.Y.

2019-2021 Adjunct Lecturer, Department of Media, Journalism & Film, Cathy Hughes School of Communications at Howard University, Washington, D.C.

2016-2020 Substitute Teacher, Alexandria City Public Schools, Alexandria, Virginia

2012-2015 Gateway Scholar Mentor, Longhorn Center for Academic Excellence, Division of Diversity and Community Engagement, The University of Texas at Austin, Austin, Texas

ACADEMIC/MEDIA FELLOWSHIPS

Spring 2014 *Bill Archer Fellow, The University of Texas at Austin, Washington D.C.*

The Archer Fellowship is a competitive program that brings 30 highly motivated and accomplished students to Washington, D.C., for a comprehensive academic and professional experience.

Summer 2014 *The New York Times Student Journalism Institute, Dillard University, New Orleans Louisiana*

The institute brings nearly 20 undergraduate students from across the country to work with New York Times journalists and cover actual events. These reporting opportunities for students include reporting, copy editing, still photography, web production, newspaper page design, video journalism, and graphics.

June 2013 *Social Entrepreneurship, Beijing Foreign Studies University, Beijing, China*
This highly selective study abroad course explores China's social entrepreneurial landscape and similarities and differences between China and the U.S. In addition to classroom learning, I explored migrant education and volunteered at the Dandelion School, a middle school in Beijing that serves the city's large and expanding migrant population.

2011-2014 *Emma Bowen Foundation, Comcast Cable Corporation, Houston, Texas*
With support from our more than 75 corporate and nonprofit partners, the foundation annually recruits 50 promising students of color and places them in multi-year paid internships at some of the nation's leading media, PR and technology companies, providing the media and tech industries with a pipeline of young talent and emerging leadership, and advocating for best practices in diverse hiring, retention and advancement.

COURSES TAUGHT

JOUR-GA 1260: Multimedia Storytelling
SCOM 120: Digital Media Literacy
COMM 4375/COMM 6309: Propaganda and Mass Comm

ACADEMIC SERVICE

2021-Present Mentor, NYU Online Journalism Mentorship Program, Arthur L. Carter Journalism Institute at New York University, New York, N.Y.
Advise on career development, offer an experienced perspective, and review student work and provide feedback.

2020-Present Program Coach, Emma Bowen Launch Program, Emma Bowen Foundation
Prepare Emma Bowen Foundation seniors for careers through individual mentoring, interview preparation, and guidance with the job search process.

2014 Mentor, Honors Colloquium, Undergraduate Studies, The University of Texas at Austin, Austin, Texas
Served as a resident assistant, tour guide, and representative of what it's like to be a college student to top rising high school seniors from across the state of Texas.

PRESENTER/PANEL PARTICIPANT

Jan. 2023 "Impact of Corruption on Women and Vulnerable Groups," Luanda, Angola, Africa
FSVC held an anti-corruption and capacity building workshop in Angola for the country's most prominent TikTok Influencers. As an FSVC volunteer expert I shared social news video insights, trained participants on fundamentals in journalism, issues of corruption, the power of information and the societal responsibilities that TikTok influencers have. At the conclusion of the four day workshop, students produced multiple TikTok videos to showcase what they learned.

Dec. 2021 As a journalist and NYU American Journalism Online faculty, I collaborated with online education provider Yellowbrick and Rolling Stone and developed an online course which offered a practical take for the next generation of journalists. The course outlined industry techniques to build core reporting skills and evaluate the pivotal role that journalism plays in the world.

July 2020 Presenter, Video Strategy 101: Create compelling digital stories that find an audience, National Association of Black Journalist, Virtual conference

March 2020 Presenter, The Explainer Video Editing Workshop, Howard University Cathy Hughes School of Communications, Washington, D.C.

Aug. 2019 Panel Presenter, Producing Doc Style Content At Breaking News Speed, National Association of Black Journalist, Miami

PROFESSIONAL MEMBERSHIPS

2011-Present National Association of Black Journalists

2012-Present Alpha Kappa Alpha Sorority, Incorporated

2018-Present Houston Livestock Show and Rodeo Life Member – Black Heritage and World BBQ Championship Committees

LANGUAGES

English: Native Language

EDUCATION

MA, Producing Film, Television, & Video, American University, Washington D.C., May 2019

BA, Bachelor of Journalism, Bachelor of Science in Communication Studies, The University of Texas at Austin, Austin, Texas, May 2015

REFERENCES

Kathleen McElroy

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