

# JOLENE LATIMER

◆ JOURNALIST ◆

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Los Angeles, CA

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## EDUCATION

Master of Arts, Specialized Journalism, USC, May 2017 (in progress)

Bachelor of Arts, Major in English, double minor in Marketing and Cinematic Arts, USC, Dec. 2012

## PROFESSIONAL EXPERIENCE

### Curling Canada Edmonton, Alberta

Video Journalist

Men's World's April 2017

- Will provide video coverage of post-game interviews for Curling Canada at the Ford Men's World Championships in Edmonton, Alberta.
- Responsible for creating daily video features in addition to all game coverage.

### World Curling Federation Glasgow, Scotland

Journalist Trainee

November 2016

- Won worldwide competition to become the World Curling Federation's trainee journalist at the 2016 European Curling Championships.
- Wrote game summaries for distribution to media after each game.
- Interviewed athletes to obtain quotes for distribution.
- Wrote news features throughout the competition for WCF use.

### Sweety High Marina del Rey, CA

Assoc. Producer

May 2015-June 2016

- Pitched and secured talent and press access to special events for bi-weekly entertainment news show available on Radio Disney app and online properties.
- Maintained relationships with Radio Disney and Disney talent, managers and publicists to pitch, produce and release content. Artists such as: Joe Jonas, DNCE, Hunter Hayes, The Band Perry, Ellie Goulding and more.
- Conceptualized, pitched and produced viral social content.
- Hired freelancers, rented gear, secured locations, arranged catering, researched, wrote scripts and treatments, for crews of 3-25 people for studio shoots, music videos, set visits and red carpets.
- Wrangled red carpet talent for the official livestream of Disney Channel's "The Descendants" premiere.
- Field produced Laura Marano series, "For the Record," for Disney Channel.
- Responsible for all weekend and morning traffic, site functionality, and content.
- Wrote and edited 4-8 articles daily, assigned stories to full-time staff, contributors and freelancers. Managed deadlines.
- The site had 4.1m uniques monthly. Personally responsible for bringing in 100k weekly page views.
- Managed all social media verticals. Wrote copy and created ads reaching approx 2m eyes daily.
- Utilized social media to grow RYOT's millennial demographic to the highest percentile in news/media at 75%.

### RYOT News Venice, CA

Weekends/Mornings Editor

Sept. 2014-March 2015

- The site had 4.1m uniques monthly. Personally responsible for bringing in 100k weekly page views.

### Goldenvoice Los Angeles, CA

Production Coordinator

Contractually 2011-2015

- Assisted the Coachella YouTube live broadcast team on-set.
- Wrangled talent and secured access for Twitter, Amex and T-Mobile video crews.
- Managed team of 20 photographers and supervised sponsor, promoter and social shot lists for Stagecoach and Coachella.
- Conducted person-on-the-street interviews for Coachella and FYF Fest.

### Evolve Music Group/ Capitol Music Group Los Angeles, CA

Marketing Coordinator

Jan. 2014- Sept. 2014

- Excelled in start-up atmosphere for new imprint for multi Grammy award-winning producer Rodney Jerkins. (Michael Jackson, Sam Smith, Destiny's Child).
- Managed timelines for scheduled releases for artists on roster.
- Coordinated all marketing materials including photoshoots, video treatments, and bio writers.

### USC Student Involvement

- KXSC radio morning host/producer of "Morning Becomes BASIC!"
- The Scoop red carpet correspondent, part of Trojan TV broadcast to 2.8m LA homes
- Annenberg Media's The Buzz reporter.