

TAMIKA CODY

VISUAL STORYTELLER

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PROFESSIONAL SUMMARY

Dynamic storyteller skilled in creating compelling stories for national brands that have impact for diverse audiences. A data-driven, creative strategist with a decade of experience in long-and short-form content creation for investigative and financial programs. Highly skilled in video production, podcasting, social media and feature writing.

WORK EXPERIENCE

Content Producer | *Matter of Fact with Soledad O'Brien*, Hearst Television, Washington, D.C. Oct. 2023 - Sept. 2024

- Created impactful stories for *Matter of Fact with Soledad O'Brien*, America's top-rated syndicated political magazine program, available on television stations throughout 95% of the country
- Collaborated with editorial and production staff to package content in creative ways for weekly show
- Pitched and developed story ideas for execution of in-show elements, full segments, and extended interviews
- Coordinated appearances for high-profile guest contributors for the show
- Wrote scripts for online and on-air broadcast that highlight the show's mission and match brand identity
- Pitched and coordinated the on-air special: *A Conversation with Elizabeth Carr, the First Person Born Via IVF in the U.S.*

Investigative Producer | National Investigative Unit, Hearst Television, Washington, D.C. April 2022 – Oct. 2023

- Developed sources on a variety of investigative topics for exclusive stories for nationally-syndicated content
- Coordinated interviews, schedules, and crews as needed for projects
- Collaborated with chief national investigative correspondent, photographer, design team, legal, and digital content team to ensure cohesive brand identity
- Wrote scripts for on-air broadcast, drafted web articles to accompany video elements for Hearst's local news platforms
- Awarded 2023 Covering Climate Now Journalism award for *Forecasting Our Future*, a seven-part series focused on climate mitigation projects based on a 50-state U.S. survey

Producer & Video Editor | *VERIFY*, TEGNA, Washington, D.C. March 2021 – April 2022

- Developed fact-finding stories for *VERIFY*, a national program viewed on nearly 50 television stations across the country
- Researched and conceptualized original content through social listening
- Pitched story ideas for daily and long-form content that fit the *VERIFY* brand and format
- Wrote scripts and edited videos for online and on-air broadcast
- Collaborated with social media team to optimize and distribute content across multiple platforms
- Awarded 2023 Anthem Award for *Nobody Talks About It: The Rise in Youth Suicide*, a story unpacking the tragic data about the dramatic increase in youth suicides before and during the pandemic

Digital Journalist | WTSP 10News, TEGNA, Tampa, Fla. Feb. 2019 – March 2021

- Developed story ideas, wrote scripts, shot and edited video for online and on-air broadcast
- Wrote copy and designed graphics to share engaging stories on the website, mobile app and social media

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WORK EXPERIENCE CONTINUED

Enterprise & Digital Producer | *HelloSWFL*, Ft. Myers, Fla. Sept. 2017 – Dec. 2018

- Coached an elite group of digital journalists to creatively share and develop enterprise stories
- Partnered with managing editor to make national topics relevant for local community
- Mentored new journalists on career development and honing their storytelling skills
- Tailored content for social media platforms

Freelance Journalist | New York City, New Jersey June 2016 – Jan. 2018

- Wrote scripts, shot and edited video, and narrated community stories for *Altice USA*
- Co-hosted *Civics Mix*, a non-profit, digital news site focused on sustainability
- Produced *Victim to Victory*, a documentary by Tiana Von Johnson
- Hosted corporate online video series for Marcum LLP

Host & Managing Editor | *AccountingToday.com*, New York City July 2012 – Aug. 2015

- Host of online series *Women in Accounting*, highlighting women in the field and industry trends
- Wrote and edited feature content for monthly magazine

Senior Financial Reporter | Mergers and Acquisitions, *themiddlemarket.com*, New York City July 2010 – July 2012

- Conceptualized and launched an online video portal called *Mergers & Acquisitions TV*
- Booked and interviewed guests, wrote scripts, oversaw the editing process for each video segment
- Wrote online stories highlighting news and developments within the middle-market

Financial Reporter | *MergerMarket*, New York City March 2007 – July 2010

- Promoted to leadership role in 2009, providing oversight for consumer coverage team
- Trained and managed a team of six reporters, conducted quarterly reviews, provided ongoing coaching
- Produced multiple articles weekly on potential deals for public and privately-held companies in the consumer and leisure sectors, interviewed industry executives, investment bankers, and financial analysts

EDUCATION

University of South Carolina | Columbia, S.C. | BA in Journalism and Mass Communication

SKILLS

Adobe Premiere Pro	Final Cut Pro X	WordPress	ENPS
Social Media	SEO Optimization	AirTable	SproutSocial
Microsoft Office	Adobe InDesign	Brightcove	Photography/Videography
Management	Feature Writing	Technical Writing	Voice Over/Narration Work

PROFESSIONAL ASSOCIATIONS

Investigative Reporters and Editors
National Association of Black Journalists