CLARETTA J. BELLAMY

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# EDUCATION

Rutgers, The State University of New Jersey, Rutgers School of Arts and Sciences – Newark

Bachelor of Arts, Journalism (September 2016 – May 2019)

Minor: Video Production GPA: 3.8

* Dean’s List (Fall 2016 - 2018)

Rider University, Lawrenceville, NJ (September 2014 – May 2016) TV, Radio & Film with American Studies

* Dean’s List (Spring 2015 - 2016)

# HONORABLE RECOGNITIONS:

* Journalism Excellence Award Recipient (Spring 2019)
* Phi Beta Kappa Inductee of Rutgers University-Newark Chapter (Spring 2019)
* Newark College Arts and Sciences Dean's Scholarship Recipient (2018-2019)
* Charles and Lucille King Family Foundation Scholarship Recipient (2017-2018)
* Tau Sigma Honors Society Member for Transfer Students (Spring 2017)
* Certificate of Completion of “Minding Our Business” Course for Mentoring Underprivileged Youth in Running and Maintaining a Small Business (Spring 2016)
* Lambda Pi Eta Associates Member for Digital Communication Majors (Spring 2016)

# SKILLS:

Experience using Adobe Premiere, Adobe Photoshop, Adobe InDesign, Final Cut Pro, Audacity, Microsoft Office, and DSLR camera

# EXPERIENCE:

## Account Coordinator

## Violet PR, Montclair, NJ February 2021 – present

## Researching and writing news releases, pitches, media advisories, blogs and social media content; offering ideas for video / photography to support a story pitch.

## With support, pitching by email and phone to regional and trade journalists, focusing first on bloggers, local media and podcasters.

## Social media management, including implementation of social media campaigns and scheduling out content on Hootsuite for multiple clients on platforms including Twitter, Instagram, LinkedIn and Facebook.

## Participating in client conference calls with the team; compiling and preparing client reports, includes merchandising and quantifying media placements for clients.

## Writing Intern, The Key Reporter

Phi Beta Kappa, Washington D.C. (remote) January 2020 – July 2020

* Worked with editor to generate content for The Key Reporter website.
* Responded to required assignments as well as research/pitch ideas.
* Prepared a minimum of five articles (500-700 words each) including photographs and permissions.
* Fact-checked, proofread, formatted, and edited as necessary.

## Student Content Producer, Office of Communications

Rutgers University, Newark, NJ August 2018 – June 2020

* Wrote news articles published on RUN's website viewed by students, faculty, and general public.
* Secured interviews and conducted research for upcoming projects.
* Produced promotional videos and student profile series published on university's YouTube channel.
* Performed in front of camera as co-host for Connect TV university news program.