

# Resell Larthridge

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## SUMMARY

Creative and detail-oriented content writer and video producer with years of experience in digital media, television production, copy editing, and social media content creation. Adept at managing multiple projects simultaneously while meeting tight deadlines in fast-paced environments. Proven ability to craft compelling content across platforms, from web articles and scripts to edited video segments and podcasts. Strong collaborative skills developed through extensive work with editorial teams, producers, and marketing departments. Experienced in SEO-driven content creation, digital publishing, and audience engagement strategies. Passionate about using storytelling and digital tools to educate, inspire, and entertain diverse audiences.

## MY SKILLS

**Operational Skills:** Content Strategy, Deadline Management, Campaign Planning, Interview Scheduling, Grant Writing, Fundraising Content, Script Development, Editorial Planning, Team Collaboration, Newsroom Operations, Show Rundowns, Stage Production, Community Engagement, Fact-Checking, SEO Writing, Press Briefing Transcription, Event Coordination, Podcast Management, Remote Work Coordination, Content Calendars

**Technical Skills:** Adobe Premiere Pro, Final Cut Pro, Canva, CMS, SEO Optimization, Podcast Editing, Google Analytics, WordPress, Social Media Tools, Audio Editing, Color Correction, Video Export Standards, Google Suite, Microsoft Office, File Sharing Systems, Video Compression, Streaming Platforms, Motion Graphics, Captions/Subtitles, Social Scheduling Platforms, Transcription Tools, Graphic Design Software

**Leadership Skills:** Time Management, Creative Direction, Content Creation, Cross-Functional Collaboration, Marketing Communication, Copy Editing, Scriptwriting, Team Coordination, Storyboarding, Interviewing, Media Pitching, Deadline Adherence, Conflict Resolution, Coaching & Mentorship, Public Speaking, Written Communication, Visual Storytelling, Story Development, Remote Team Leadership

## PROFESSIONAL EXPERIENCE

### Copywriter

#### Safe Place Foundation | Remote | 2024 – Present

- Wrote persuasive marketing copy for digital campaigns promoting community outreach and fundraising
- Edited and refined campaign materials for web, email newsletters, and social platforms
- Developed brand-aligned messaging for public service announcements and interviews
- Copy edited and formatted grant proposals for clarity, consistency, and grammar
- Collaborated with nonprofit leadership to establish a content calendar aligned with outreach goals
- Assisted in developing scripts and messaging for community video PSAs

### Social Media Producer

#### REVOLT TV | 2023

- Produced short-form video content for Instagram, Twitter, TikTok and Youtube to increase engagement across channels
- Edited interviews, clips, and social-first video segments using Adobe Premiere and audio tools
- Managed end-to-end production of evergreen content projects for social media distribution
- Monitored and ensured production quality through collaboration with editors and executive producers
- Copy edited post graphics, titles, and captions for grammatical accuracy and brand alignment
- Increased audience interaction through timely, trend-driven content production

### Video Editor

#### The Grio | Remote | 2022

- Edited broadcast-ready television segments with tight turnaround for cable distribution
- Edited motion graphics and applied LADB standard video/audio corrections
- Repackaged archived footage for new use in live broadcasts
- Proofed all graphics and lower thirds for accuracy and consistency
- Ensured all media assets complied with legal and licensing standards
- Worked cross-departmentally with journalists and producers to finalize content

## Digital Writer

### CNN.com | Atlanta, GA | 2020

- Wrote and published SEO-optimized articles for CNN Digital, several of which became training examples
- Interviewed officials, first responders, and eyewitnesses to create accurate, compelling stories
- Collaborated with CNN Rights and Clearances to ensure proper licensing of visual assets
- Managed story distribution across CNN's affiliate networks
- Copy edited headlines, captions, and in-body content to meet journalistic and web standards
- Utilized CMS tools to schedule and track article performance

## Cross-Platform Production Assistant-

### CNN | Atlanta, GA | 2020 – 2021

- Edited news segments, anchor reads, and b-roll for video-on-demand and streaming platforms
- Transcribed breaking news, press briefings, and debates for internal use and publishing
- Produced short-form video content optimized for cross-platform reach
- Maintained editing schedules and production timelines for the news team
- Assisted producers with fact-checking and headline optimization
- Managed digital asset delivery for high-visibility segments

## Associate Producer (Freelance)

### CNN | Atlanta, GA | 2018 – 2020

- Produced video packages and live shots for early morning broadcast shows using Adobe Premiere
- Edited news features including stills, soundbites, voice overs, and graphic overlays
- Wrote scripts, tabs, and headlines for anchors and reporters in deadline-driven settings
- Conducted research and video sourcing for live programming
- Organized rundowns and updated production schedules
- Delivered content under strict newsroom deadlines

## Director, Producer, Scriptwriter

### RSL Publishing LLC | Atlanta, GA | Ongoing

- Wrote and directed three stage productions with casts of 15–32 people
- Managed full production lifecycle: writing, casting, rehearsals, direction, promotion, and staging
- Produced performances attended by over 250 people across all productions
- Directed multimedia content for local community engagement and arts education
- Handled budgeting, creative direction, and talent coordination
- Wrote, produced, and directed inspirational video series for youth audiences

## PUBLISHED AUTHOR

- *Waiting on the Promise: Prayer Journal*
- *I Am Worthy of Self Love Journal*
- *Millionaire in the Making: Money Saving Journal*

## CORE COMPETENCIES & ACHIEVEMENTS

- Successfully produced and edited video and social content for major platforms including CNN, Revolt, and The Grio
- Able to work under tight deadlines, often delivering fully produced news packages within hours
- Balanced multiple high-profile projects including social campaigns, broadcast segments, and live events
- Published author of three inspirational journals focused on personal development
- Directed and produced multiple community theater productions involving casts of 15 to 32 people

## EDUCATION AND CERTIFICATIONS

### Bachelor of Arts in Communications, Concentration in Journalism

Mississippi State University