

# AYANNA MILLER

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## EDUCATION

### NORTH CAROLINA A&T STATE UNIVERSITY

- B.S. Journalism and Mass Communications - Multimedia Journalism
- Summa Cum Laude

## SKILLS

- AP Style Writing
- Audience Development
- Content Distribution
- Content Strategy
- Copywriting
- Data Analysis
- Digital Content Creation
- Interviewing
- Project Management
- Search Engine Optimization
- Social Media Management
- Storytelling

## TOOLS

- Adobe Creative Suite
- Airship
- Asana
- CapCut
- Canva Design
- Chartbeat
- Content Management Systems
- Domo
- Google Analytics
- Google Suite
- Google Trends
- Microsoft Office Suite
- Monday.com
- Notion
- Parse.ly
- Sailthru

## WORK EXPERIENCE

### TODAY DIGITAL

JULY 2022 - DEC 2025

#### Multiplatform Editor

- Curated the TODAY.com homepage (avg. 6M page views monthly) during and after broadcast hours. This included collaborating with the broadcast team to ensure relevant links were readily accessible, posting breaking news stories, and managing the dashboard for TODAY.com account holders
- Developed and maintained a relationship with several distributed news partner platforms (Apple News, Flipboard, Samsung News)
- Promoted TODAY content through the owned and operated app, Apple News push alerts and developed a distribution strategy for the WhatsApp TODAY Show updates channel with more than 27,000 followers
- Tracked data and audience behavior to help better serve the TODAY audience in the form of headline tests, SEO, and finding fresh ways to package our content
- Assisted in creating daily post-broadcast, Food, and Parents newsletters to distribute to our subscribers (avg. >200,000)

### BUZZFEED NEWS

JUN 2019 - JULY 2022

#### News Curation Editor

- Distributed rapid breaking news situations and other relevant content for BuzzFeed News on Twitter (1.4m followers), Facebook (4.2m followers), Instagram (1.4m followers), and the BuzzFeed News homepage
- Collaborated with editors and reporters on constructing effective headlines and SEO, as well draft platform distribution plans that consisted of Instagram assets, tweets, tweet threads + moments, and push notifications for upcoming pieces
- Pitched relevant BuzzFeed News and BuzzFeed content to distributed platforms such as Apple News, Flipboard, SmartNews, and Facebook for their websites and phone applications for a wider audience
- Built monthly distributed platform metric reports for BuzzFeed News that highlighted featured stories, most opened push alerts, and overall unique viewers
- Co-hosted a short-form weekly Instagram TV show that averaged between 15K - 33K viewers titled "OK! Storytime" that compiled 3-4 of the week's most important and trending news stories and summarized them to appeal to a Zillennial/Gen Z audience