

# Cheyenne M. Davis

As an experienced and published editorial writer, I successfully pitch original articles and content for digital and print publications, foster relationships with reporters and editors, and develop original, thought-provoking content. Utilizing my experience in screenwriting, producing and social media marketing, I host a successful podcast and excel at social media marketing.

## Education

**Master of Arts, Media Studies**– The New School, New York City, May 2020

**Bachelor of Arts, French**– Rutgers University, New Brunswick, NJ May 2018

## Experience

The New School, New York City

*August 2018–Present*

### **Creator, Host and Executive Producer of the Weighted Words Podcast**

- Develops original, branded content for a biweekly podcast and instagram account
- Successfully pitches podcast to contributors and media outlets resulting in securing interviews with notable content creators, brands, influencers and experts
- Implemented an original, targeted branding and social media strategy to grow listenership and social engagement
- Oversees and organizes the production and post-production processes

BHM (MadameNoire), Remote

*May 2020–Present*

### **Freelance Digital Editorial Contributor**

- Creates and develops original articles to strategically target the MadameNoire readership
- Utilizes strong, creative media pitches to establish a rapport with editorial teams and create engaging content
- Finds relevant images, video and other media to attract readers, increase article traffic and increase retention rates

The New School, New York City

*August 2019–December 2019*

### **Graduate Course Assistant (Media Studies)**

- Supported the instructor in fostering a collaborative class environment by implementing in-class group projects and presentations
- Advised graduate students in the digital content creation process through demonstrating proper usage of the Adobe Creative Suite, audio and visual equipment and production best practices
- Assessed student work and provided constructive feedback to ameliorate their projects

## Projects and Publications

Weighted Words — Graduate Thesis and Podcast

“My Fatness is Not My Failure: How Virtual Dating Reshaped My Self Love Practices” — *MadameNoire*

“5 Real AF Things You Learn about Money After Graduating” — *Her Campus*

New York City

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## Skills

- Media Pitches
- Adobe Creative Suite: Photoshop, Illustrator, Audition, Premiere Pro, InDesign, Lightroom
- Avid ProTools
- Screenwriting
- Production
- Digital & Multimedia Content Creation
- Social Media
- Audio Recording
- Photography
- Marketing
- Canva
- Livestreaming
- Teleconferencing
- SEO

## Awards

### **Distinguished Thesis**

**Award**, *The New School (School of Media Studies, May 2020)*

## Foreign Languages

French

## Organizations

**Director of Advocacy**, *Rutgers New Brunswick (Rutgers Housing Association, February 2014–May 2015)*

