

Jasmine Jefferson

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SUMMARY

Recent graduate of Florida A&M University with hands-on experience creating and distributing engaging multimedia content across podcasts, social platforms, and broadcast media. Proven expertise in content strategy, audience engagement, social media management, and visual storytelling. Passionate about innovative media and empowering communities through authentic storytelling.

EDUCATION

Florida A&M University Bachelor of Science in Broadcast Journalism GPA: 3.8	Tallahassee, FL May 2026
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EXPERIENCE

Journey Magazine Fashion Associate	Tallahassee, FL August 2024 -May 2025
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- Coordinated 5 editorial shoots and lookbooks, managing visual direction and styling to align with magazine's brand
- Collaborated with creative team to execute cohesive visual concepts and fashion narratives
- Analyzed current fashion trends and organized themed shoots with strategic storytelling

Remix & Rewind Podcast Producer/Host	Tallahassee, FL March 2025-May 2026
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- Co-created and hosted Remix & Rewind, a music-centered podcast with a 5-star rating on Spotify
- Produced, edited, and managed audio distribution for consistent episode releases
- Built and maintained the podcast's social media presence to drive audience engagement and growth.

90.5 WANM FM Radio Station Radio Personality Staff Member Staff Writer	Tallahassee, FL January 2023-May 2026
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- Hosted and produced 45+ live weekly on-air broadcasts, building consistent listener engagement
- Researched, wrote, and developed diverse news segments and content pieces
- Conducted on-air interviews with special guests and community figures
- Created and filmed promotional and social media content; participated in event planning and station events

The FAMUAN News Staff Writer	Tallahassee, FL August 2025-May 2026
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- Researched and wrote news articles for the student publication with accuracy and compelling storytelling
- Conducted interviews and verified sources to maintain editorial integrity
- Maintained awareness of current events to identify timely story angles

HBCU First Intern	New York, NY January 2026 - April 2026
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- Lead a schoolmate through a 10-week, curriculum-based, 1:1 mentoring academy
- Create a capstone video highlighting my experience as an HBCU First intern
- Complete 60 hours of skill-building workshops featuring industry-leading executives

LEADERSHIP, HONORS & CERTIFICATIONS

Clubs/Organizations:

- **National Council of Negro Women** - Membership Board (2024-2025)
- **Frederick Douglass Memorial & Historical Association's Youth Council**- Media Director (2024- Present)
- **Turning Pages Book Club**- Social Media Chair (2024-2025)
- **Alpha Kappa Alpha Sorority Incorporated**- Spring 2025 Initiate

Honors & Awards: Dean's List- Every Semester from Fall 2022 to Present

Technical Skills: Adobe Premiere Pro | Adobe Audition | Audio Editing| Video Editing| Graphics
Social Media Management | Content Creation | Canva

Certifications & Training: Propel Honor Learning- Art of Storytelling: Screenwriting for the Culture Certification (Fall 2024)