

# Emmalea Yotter

Video Journalist

## Profile

Dedicated Video Journalist with 1 year of experience in creating compelling multimedia content for various platforms. Proficient in video editing, storytelling, and social media management, with a strong commitment to journalistic ethics and accuracy. Adept at collaborating with tight deadlines and adapting to evolving industry trends, showcasing a strong potential for growth and further development within the field.

## Employment History

### Video Journalist at WXYZ-TV Detroit, MI

Mar 2023 - Present

- Produced an award-winning investigative report on Detroit's public transportation system, which led to a 25% increase in viewership and garnered over 500,000 online views within the first week of airing.
- Conducted exclusive interviews with key local political figures, including the Mayor of Detroit and Michigan's Governor, resulting in increased ratings for WXYZ-TV during primetime news broadcasts by 15%.
- Spearheaded the station's coverage of the 2018 Detroit Auto Show, generating over 1 million online views and boosting WXYZ-TV's social media following by 20% within a month.
- Collaborated with a team of journalists to create an in-depth series on the opioid crisis in Michigan, earning a regional Emmy nomination and prompting state lawmakers to allocate additional funding towards the issue.

### Associate Video Journalist at WOOD-TV Grand Rapids, MI

Aug 2022 - Feb 2023

- Produced and edited over 150 engaging video news stories within a year, resulting in a 20% increase in online viewership for WOOD-TV Grand Rapids.
- Spearheaded the implementation of a new live streaming system, enabling the station to cover breaking news events in real-time and boosting social media engagement by 30%.
- Collaborated with a team of reporters to develop an award-winning investigative series on local government corruption, which led to increased transparency and policy changes within the community.
- Consistently met tight deadlines, producing high-quality video content for daily newscasts and special reports, leading to a 15% increase in overall ratings for the station.

## Certificates

### Video Journalism Storytelling Certificate

Dec 2021

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## Education

### Bachelor of Arts in Broadcast Journalism at Michigan State University, East Lansing, MI

Sep 2018 - May 2022

Relevant Coursework: Broadcast Writing, Multimedia Reporting, Video Production, Audio Production, Media Law and Ethics, Digital Journalism, Investigative Journalism, News Editing, and Television News Production.

## Links

[linkedin.com/in/emmaleayotter](https://www.linkedin.com/in/emmaleayotter)

## Skills

Storytelling

Videography

Editing (Premiere Pro)

Audio recording

Lighting techniques

Interviewing

Drone operation

## Languages

English

Urdu