

CHARLOTTE CUSHING

VIDEO JOURNALIST

SKILLS

- Video Production
- Video Filming
- Video Editing
- 360° Video
- Adobe Creative Suite
- Final Cut Pro
- Social Media Strategy
- Graphic Design
- Microsoft Office

AWARDS

- 2016 Suncoast Regional Emmy for Politics/Government
- 2020 Suncoast Regional Emmy for Interactive Media

EDUCATION

2011 - 2015

UNIVERSITY OF MIAMI

BA in Visual Journalism and Ecosystem Science & Policy

CONTACT

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- 🏠 Boston, MA

PROFESSIONAL SUMMARY

Award-winning video journalist who excels at generating innovative story ideas while having the technical skills to turn them into accessible and compelling narratives. Known for pushing the limits of emerging video technology, building new workflows to find production solutions, and experimenting across digital platforms. Speaker at industry events, whose work has been published by the Washington Post, PBS, Vox Media and more.

WORK EXPERIENCE

BENTLEY UNIVERSITY

2020-2021

Multimedia Course Developer

- Lead video ideation and production across undergraduate, graduate, PhD programs for Bentley University's remote and hybrid instructions
- Partner with Marketing and Accessibility teams to develop institutional-wide visual identity and production standards for the multimedia content in over 30 asynchronous courses

SOUTH FLORIDA PBS

2015-2020

Manager of Emerging Media

- Reported to the Director of Production, responsible for designing and managing South Florida PBS' expansion into emerging media productions and platforms
- Led South Florida PBS' roll-out strategy for 360 video and extended reality projects, training five videographers on new equipment and technologies while creating 19 emerging media projects
- Created strategic local and national partnerships (University of Miami, Broward County Libraries, PBS Learning Media, PBS NewsHour) to assist with distribution of emerging media productions
- Produced original, digital video and emerging media productions in line with South Florida PBS' digital strategy

Multimedia Producer

- Pitched, produced, filmed, and edited over 150 digital-first videos for YouTube, Facebook, Instagram and Twitter
- Led South Florida PBS' immersive video efforts, by developing the company's 360° video workflow and strategy
- Selected as one of 25 project partners for the inaugural 2017 PBS Digital Immersion Project; developed and implemented a digital strategy to increase audience development for South Florida PBS

VOX MEDIA

2017-2021

Freelance Video Producer and Editor

- Produce and edit original, weekly videos about the NFL for SB Nation's blogs, YouTube, and other social media platforms for their 40 million unique users
- Leverage digital strategies and graphic skills to create videos optimized to build online audiences and engagement, with 126 videos created in 2020 that increased YouTube subscribers by 170% and views 105%
- Collaborate with NFL League Manager to generate ideas, formulate scripts, and plan video distribution based on NFL Strategy