

# DEEANDRA MICHEL

DIGITAL CONTENT PRODUCER | PHOTOGRAPHER

## CONTACT



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Charlotte, N.C.



infinidee.com

## SKILLS

- Digital Content Creation
- Social Media Management (Meta Business Suite, X Studio, Youtube Studio) - BLOX CMS, Echobox,
- Photography (On-Set & Product)
- Social Media Strategy & Marketing (Mailchimp, Adobe Suite, )
- Content Editing (Adobe Photoshop, Lightroom, Premiere Pro, Final Cut Pro, Canva)
- Analytics (GA4, Social Media Insights, Chartbeat)

## CREDITED WORK

- Queen City Country 2024-2025
  - Social Media (@qccountry)
- Get To Know Your City Series

## EDUCATION

### BACHELORS OF COMM STUDIES

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

2019 - 2021

### ASSOCIATES IN ARTS

CENTRAL PIEDMONT COMMUNITY COLLEGE

2015 - 2017

## ABOUT ME

Creative and results-driven Digital Content Producer with over four years of hands-on experience in fast-paced local broadcast news, delivering impactful content under tight deadlines while adhering to newsroom standards and honing advanced storytelling techniques. Offers strong proficiency in public relations, AP Style formatting, and press release development. Demonstrates expertise in social media strategy, on-set photography, and visual storytelling, with a proven ability to manage content calendars, increase audience engagement, and produce compelling digital content that drives brand awareness and growth.

## WORK EXPERIENCE

### DIGITAL CONTENT PRODUCER

WCCB CHARLOTTE

2021 - 2025

- Wrote, edited, and published engaging online content, including breaking news stories, ensuring timely and accurate delivery across digital platforms.
- Managed and optimized social media presence across multiple platforms (e.g., Facebook, Twitter, Instagram), creating posts that aligned with the company's brand voice and increased user engagement.
- Developed and maintained a content calendar, ensuring consistent content distribution that supported the company's marketing and communications strategies.
- Produced articles, blogs, and social media posts that adhered to editorial guidelines and brand messaging, maintaining high standards of accuracy and relevance.
- Collaborated with the marketing team to amplify content through social media strategies, driving traffic and growing audience reach.
- Analyzed content performance using tools like [Google Analytics, Instagram Insights, etc.], optimizing strategies and boosting social media engagement by percentage

### PHOTOGRAPHER

2012 - Present

- Photojournalism - WCCB
- Still life photography
- Wedding + Event photography