



Deja Mayfield



Represented by **The NWT Group**

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<https://NWTgroup.com/client/dejamayfield>

EXPERIENCE

WCTI, Greenville, NC

Weekend Anchor/Reporter/Producer

August 2022 — Present

- Anchor, edit and produce two weekend morning shows, boosting viewership by 7% and enhancing the station's reputation for quality journalism
- Deliver breaking stories live on air to keep local audiences informed of significant events
- Produce at least six to nine live reports and live interviews three days a week
- Fill-in morning show anchor as needed
- Lead station franchise segment, 'ENC Hero,' enterprising at least ten feature stories to highlight local heroes and their impact
- Disseminate news content through Instagram, Facebook, and Twitter for better engagement with audiences and faster reporting

USA Today, McLean, VA

Meta HBCU News Fellow

May 2022 — August 2022

- Received marketing training directly from Meta on Facebook and Instagram to better utilize their social media tools
- Wrote, produced, and edited content at least five times a week to be featured on USA TODAY's Instagram and Facebook
- Grew Instagram Reels engagement by 60% in two months
- Empowered social and audience teams with a comprehensive workflow strategy and best practices one-sheet

Office Of Congresswoman Alma S. Adams, Washington, DC

September 2021 — December 2021

Press Assistant

- Increased the Congresswoman's social media engagement by 8% in 45 days
- Created and executed five social media campaigns in two months
- Gathered more than two dozen press clips, enhancing the Congresswoman's awareness of public perception and media coverage for strategic planning
- Made posts on Facebook, Instagram, and Twitter on behalf of the Congresswoman

The A&T Register, Greensboro, NC

Multimedia Specialist

August 2020 — May 2021

- Co-hosted and aired ten biweekly newscast episodes that averaged 150 YouTube views
- Gathered 30–40 hours of original video content
- Produced and distributed 20 newsletters

EDUCATION

North Carolina Agricultural And Technical State University

B.S. Journalism & Mass Communication

Skills

- Adobe Premiere Pro
- Avid Media Composer
- iNews
- Search Engine Optimization
- Sony DSLR

Social Media



@DejaMayfieldTV
1.3K followers



@dejamayfieldontv
1K followers



@DejaMayfieldTV



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