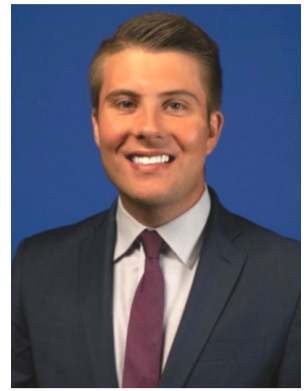


MULTIMEDIA JOURNALIST

JACKSON OVERSTREET



CONTACT INFORMATION

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- 📞 3037484002
- 📅 Aug 13, 1994
- 📄 <https://www.linkedin.com/in/jackson-overstreet/>

SKILLS

- multimedia production
- Video editing
- storytelling
- social media
- news writing
- interviewing

OBJECTIVE

Experienced Multimedia Journalist looking to leverage my background in storytelling and audience engagement into a communications and marketing role. Familiar with crafting narratives and utilizing digital tools, I aim to bring a fresh perspective to marketing and brand communications, ensuring genuine and effective outreach.

EXPERIENCE

MULTIMEDIA JOURNALIST

KAKE News. Wichita, KS | Feb 2020 - Present

- Led cross-functional teams for special project coverage, honing project management skills.
- Conducted in-depth research and data analysis on local politics, economy, and environmental impacts.
- Anchored evening newscasts on weekends, demonstrating presentation and public speaking expertise.
- Enhanced audience engagement through interactive initiatives on social media and live events.
- Attended public, court, educational, and political meetings as well as press conferences.
- Reported on a broad spectrum of topics, including politics, business, education, and live events.

MULTIMEDIA JOURNALIST

Waypoint Media. Jackson, TN | Aug 2017 - Aug 2019

- Engaged in a wide range of assignments, demonstrating flexibility and adaptability in dynamic work settings.
- Instrumental in building the station from the ground up, showcasing initiative and leadership.
- Produced and edited compelling stories using advanced technical equipment and editing software.
- Collected information on assigned topics; reported accurately and on-time for daily news broadcasts at 5 pm and 10 pm local time.
- Wrote scripts for on-air delivery; presented the material in studio and at on-location settings.
- Filled in for studio news anchors when needed; collaborated with an on-location news team including a driver, cameraman, and audio recording specialist.

EDUCATION

MASS COMMUNICATIONS

Pepperdine University. Malibu, CA | Aug 2013 - May 2017

- Served as a reporter, anchor, and director for NewsWaves 32 for three years.
- Acquired expertise in editing software, graphic design, and broadcasting techniques.
- Completed a summer internship in Washington D.C. in 2017, emphasizing research, data analysis, and policy interpretation.
- Active member of Sigma Phi Epsilon fraternity, developing leadership and team coordination capabilities.

REFERENCES

- David Williams - News Director: Dwilliamskake.com / (256) 682-1006
- Pilar Pedraza - Senior MMJ: Ppedrazakake.com / (316) 680-8489
- Larry Buell - Chief Photog: Lbuellkake.com / (316) 755-8727
- Anthony Masisel - Mentor: (903) 807-6477
- Deb Farris - Lead Anchor: Dfarriskake.com / (316) 734-9120