

# ONI HIGGINS

## MULTI-MEDIA PROFESSIONAL

### EXECUTIVE PROFILE

I am an award-winning Multimedia Professional with 6+ years of experience in Journalism, Public Relations, Digital Content Production, Writing, Marketing, Social Media, Communications Strategy, and Media Relations.

### WORK EXPERIENCE

#### G&S Business Communications-Senior Account Executive

New York, N.Y. | May 2021 - Present

- Build relationships with clients' target media and secure coverage of client stories in trade, business and consumer outlets: Dow, Jack Daniels, Fiserv, etc.
- Write draft press materials including those of a highly technical nature such as news releases, feature articles, and official media briefing documents
- Provide, develop, and execute client counsel on tactical execution and recommendations, linked to strategic plans, social programs (including influencer and ambassador management), and content calendar development
- Create and develop proactive pitch ideas for clients
- Assist in special event planning including both in-person and digital/hybrid experiences
- Develop, review, and approve key messages, media backgrounders, and campaign presentations
- Work creatively with digital marketing team to develop layouts for various content and communication pieces
- Research and create engaging social media content reflective of trending industry topics/insight
- Utilize best SEO practices to produce innovative content

#### Bold TV- Digital Lifestyle Host & Producer

New York, N.Y. | Jan 2020 - April 2021

- Created innovative digital lifestyle content using digital analytics.
- Produced relevant social media content to promote written stories.
- Built industry contacts and relationships with public relation officials.
- Represented Bold TV at off-site red-carpets, award shows, entertainment, fashion, and beauty industry events

#### Spectrum Networks CNY- Multimedia Journalist

Syracuse, N.Y. | Jan 2018 - Jan 2020

- Reported live during breaking/national news events; election primaries, Syracuse University Fraternity Racism, Syracuse deadly shootings, etc.
- Developed, pitched, and researched unique story ideas daily
- Used source relationships with community officials to break exclusive stories

#### Spectrum Networks Albany- Multimedia Journalist

Albany, N.Y. | Jan 2017 - Dec 2019

- Wrote and edited packages and vosot's on deadline
- Collaboratively worked with producers and editors during in-field news-gathering

#### NY 1 News- Freelance News Assistant

New York, NY | Aug 2016 - Jan 2017

- Investigated and conducted interviews during breaking news events such as: Chelsea bombing, Hoboken train derailment, Bronx home explosion, NYPD Officer involved shootings, etc.
- Covered the 2016 Presidential Election



### CONTACT ME

- New York, N.Y.
- Onihigginstv@gmail.com
- www.oniquahiggins.com
- @OniHiggins

### EDUCATION

- 2019: Arkansas State University  
M.S. Digital Media Management
- 2016: Pennsylvania State University  
B.A. Broadcast Journalism  
Minor Political Science

### SKILLS

- Hootsuite & Google Ad Certified
- Media and Press Relations
- Influencer Marketing
- Video Editing Softwares
- Digital & Social Content Production
- CopyWriting

### REFERENCES

Rah Cummings: G&S Account Supervisor  
Cummings.rahdaysha@gmail.com

Tye Woodson Craig: NYS Governor Executive Director  
tye.woodson@gmail.com

Tamani Wooley: Spectrum News Anchor  
Tamani.wooley@charter.com