

E. Laken Bowles

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Los Angeles, CA

DIGITAL CONTENT SPECIALIST

Emmy Award-winning digital content producer with 15 years of experience in digital news, video production, and documentary filmmaking. Proven expertise in content creation, video production, and strategic planning. Adept at embracing new concepts rapidly and excelling under pressure. Exceptional interpersonal, organizational, and editorial skills.

KEY ACCOMPLISHMENTS

- Received Emmy Award in 2017 for Outstanding Digital Content in Interactivity, showcasing a commitment to excellence in storytelling and content creation.
 - Produced digital coverage for high-impact news events, resulting in a notable surge in online engagement and audience interaction.
 - Directed an eight-person crew through production and post-production of a feature length documentary, which aired on Louisiana Public Broadcasting.
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PROFESSIONAL EXPERIENCE

Guiding Light Health and Wellness

Oct 2022 - Present

Digital Content Specialist

Works alongside business owner to establish SEO best practices, resulting in increased visibility and engagement with the audience. Supervise content creation and publishing on WordPress, ensuring a reliable and top-notch digital footprint.

WTVF - NewsChannel 5 Nashville

August 2019 – December 2021

Senior Digital Content Producer

Coordinated digital assignments and managed a team of content creators to deliver engaging digital content. Optimized digital coverage of breaking news and trending topics by allocating digital responsibilities to reporters. Conducted meticulous copy-editing of digital reporter stories to ensure accuracy, consistency, and compliance with editorial standards.

WTVF - NewsChannel 5 Nashville

August 2013 – August 2019

Digital Content Producer

Composed news stories and breaking news alerts for NewsChannel5.com being distributed through multiple user endpoints including mobile devices and OTT boxes, while managing the organization's social media presence on Facebook, Instagram, and Twitter.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Mass Communication

Middle Tennessee State University

- Graduated summa cum laude with a concentration in Electronic Media Production and a minor in Film Studies.

Certification in Film | TV Industry Essentials

New York University Tisch School of the Arts

SKILLS

- Content Creation
 - Canva
 - Adobe Creative Cloud Suite
 - Basic HTML5/CSS3
- Project Management
- SEO Strategies
- Social Media Management
- Copy-Editing
- Team Leadership