

Torin Smith

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ABOUT

Digital journalist and Emmy-winning producer specializing in audience engagement and multiplatform storytelling with extensive experience covering college sports.

EXPERIENCE

NCAA Digital at TNT Sports

Atlanta, GA

Producer, Beat Writer

Jan. 2025 - Present

- Increased year-over-year pageviews and engaged time on beat articles by 120% through SEO optimization and audience-driven story selection.
- Produced live digital coverage of college football championship, generating over 234,000 views on NCAA.com.
- Delivered on-site coverage of major events, generating over 804,000 social impressions and 38,000 engagements in a single weekend.

“We Will Rise” – The Story of the Apalachee High School Shooting

Athens, GA

Executive Producer, Documentary

Sept. 2024 – Dec. 2024

- Winner, 2025 NATAS Southeast Student Emmy Award (Executive Producer).
- Led a 20-person student newsroom to produce a feature documentary on the aftermath of a school shooting.
- Oversaw and coordinated reporting through three months of interviews and archival research.

UGA Hockey

Athens, GA

Broadcasting Director

July 2022 – Dec. 2024

- Launched a platform for UGA club hockey, elevating production quality and expanding audience reach.
- Managed a team of 12 student volunteers to provide collaborative extracurricular experience.
- Grew channel to 200+ concurrent viewers and 2,000+ total views per livestream.

The Oglethorpe Echo

Oglethorpe County, GA

Digital Producer

April 2024 – Aug. 2024

- Produced social media posts, web articles and newsletters to engage a rural Georgia audience.
- Optimized content with SEO and analyzed metrics for web, social and newsletter platforms.
- Reported on sports, business and community events to produce weekly multiplatform stories.

SKILLS

Reporting and Writing: Broadcast writing, investigative reporting, copy editing

Photo and Video: Premiere Pro, livestream production, photography, graphic design

Audience Engagement: Google Analytics, Chartbeat, social metrics, SEO, newsletter strategy

Production: Broadcast production, social media management, digital editing

EDUCATION

University of Georgia, Grady College of Journalism and Mass Communication

Athens, GA

Bachelor of Arts, Journalism

Dec. 2024

Communication Studies, Minor

Sports Media Certificate, News Literacy Certificate