

Torin Smith

Journalist

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EDUCATION

2021-2024

University of Georgia

- Bachelor of Arts, Journalism
- Minor, Communications
- Certificate in News Literacy
- Certificate in Sports Media

SKILLS

Social Platforms

- YouTube
- Instagram
- Facebook

Editing

- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator

Web Development

- HTML/CSS
- Javascript
- SwiftUI

EXPERIENCE

Cox Institute for Journalism - Digital Native
January 2024

- Worked with the Digital Content team at WIS-TV in Columbia, SC.
- Developed a comprehensive “Digital-First” Strategy Guide.
- Emphasized effective social media strategies and video content adaptation for the station’s apps.
- Demonstrated the station’s potential to use social media to increase transparency and trust.

Cox Institute for Journalism - GAB Innovation Fellow

August 2023 - December 2023

- Remotely assessed the digital presence of a small radio news station in Cleveland, GA.
- Created a brand style guide to encourage consistent social media branding.
- Developed a social media posting calendar.

UGA Hockey - Director of Broadcasting

August 2022 - Present

- Produce content for the hockey team’s YouTube channel.
- Direct and produce gameday livestreams.
- Provide play-by-play commentary.
- Conduct live interviews of players and coaches.

PROJECTS

Cox Institute for Journalism - Levin Leaders
Spring 2024

- Learning skills to be a leader in the news industry.
- Discussing leadership concepts with peers.