

**Tameka Jo Pauldo**  
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## PROFESSIONAL EXPERIENCE

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**Clutch Magazine Online** Atlanta, GA 08/09 - Present  
<http://www.clutchmagonline.com>

Features Writer

- Contribute cutting-edge, lifestyle articles geared towards today's modern woman, including [5 Signs He's Not That Into You](#) and [Am I Meant to be Single?](#).
- Conceptualize and write controversial pieces such as, [Black Men vs. the Head Scarf](#), which was highly commented by female and male readers alike.
- Edit and proofread copy, while meeting publisher's deadlines.
- Effectively promote stories through social networks such as [Twitter](#), [Facebook](#) and [MySpace](#) to increase magazine's online presence and awareness of my work.

**Moguldom Media Group/Livesteez.com** Atlanta, GA 08/08 - 03/09  
<http://www.moguldom.com>

Lead Staff Writer/Editor

- Gathered, edited and wrote 5-10 news (AP style) stories daily, related to entertainment, pop-culture, sports and politics, on subjects ranging from 50 Cent to President Obama for Livesteez.com, an online community for web users with an urban sensibility.
- Responsible for producing news content in correlation with staying abreast of the latest headlines, gossip and info via Google Reader RSS feeds, following trending topics using Google Trends, among other media outlets.
- Selected, cropped, resized images and embedded videos into CMS to appropriately fit each story.
- Experienced in writing for Search Engine Optimization (SEO), which led to increased unique visitors.
- Reviewed daily site traffic/visitor activity/user trends via Google Analytics and reported detailed analysis on stories such as, "Jennifer Hudson's Family Murders," which received more than 10K page views.
- Covered high-profile events such as the BET Hip-Hop Awards, providing exclusive content of celebrities on the red carpet.

**Metromix.com/WXIA 11 Alive** Atlanta, GA 02/08 - 08/08  
<http://www.atlanta.metromix.com>

Freelance Writer

- Generated more than 100 restaurant listings for, and was part of the team that helped launch local entertainment site aimed at 18-34 year olds.
- Updated site weekly with more than 10 new listings in the Extrovert content management system.
- Wrote food blurbs and features, including [Bars That Rock, South of the Perimeter](#), which was voted top pick of the week.
- Photographed nightlife venues throughout the city that accompanied each article.

**TheUrbanFlavor.com** Atlanta, GA 09/07 - 12/07  
Contributing Writer

- Researched, fact-checked and wrote on topics such as, storage solutions, identity theft and holiday travel, for the national edition of online magazine and weekly e-newsletter targeting young, urban professionals and entrepreneurs.
- Worked with a team of writers to pitch and develop fresh story ideas.
- Arranged, composed and transcribed phone interview with country music artist [Rissi Palmer](#).

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**Upscale Magazine** Atlanta, GA  
http://www.upscalemagazine.com  
Marketing/Web/Events Intern

05/07 - 08/07

- Completed marketing/editorial internship, which consisted of exposure to various aspects of magazine operations.
- Maintained and updated Web site monthly with articles from the current print issue.
- Developed contacts with record companies and PR firms.
- Worked with executive team to book venues, travel arrangements and recruit talent for the Bronner Bros. national hair show; mailed press kits, followed up with ad buyers and corresponded with record label reps regarding marketing initiatives.
- Attended press events and conducted in-person and phone celebrity interviews with hip-hop drummer Quest Love, and comedienne [Myra J](#) of the Tom Joyner show.

**WSB-TV Channel 2 Action News** Atlanta, GA  
http://www.wsbtv.com

01/07 - 05/07

News Intern/Intern News Reporter

- Reported to newsroom assignment desk, and assisted editors with live, late-breaking news for the #1 rated local news station in metro Atlanta.
- Monitored newswire for local ground-breaking news; fielded calls from viewers via the news line; updated stories and searched archives in I-News.
- Produced and edited news package in Avid News Cutter for intern newscast.
- Reported actual breaking stories, live in-studio for intern newscasts.
- Shadowed producers, writers and reporters on assignments.

## EDUCATION

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### Westwood College

Completed college coursework with a concentration in Visual Communications.  
Intro to Graphic Design, January 2008  
Image Editing, March 2008

### Atlanta Broadcast Institute

Diploma in Radio/Television Broadcasting and Announcing, November 2006

## SKILLS

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- Adobe Photoshop
- CMS (Wordpress, etc.)
- HTML
- Social Media/Web Tools (Blogger, Tumblr, etc.)

References available upon request.