

# ARIANA COBB

✉ arianaecobb@gmail.com

🌐 www.arianaecobb.com/

☎ 609-556-4854

in

www.linkedin.com/in/arianaecobb/

## Skills

### MULTIMEDIA

Adobe Premier Pro

Avid Access

Avid Assist

Canva

### INVESTIGATIVE

FOIA

PACER

## Affiliations

National Association of Black Journalists · Member 2018 to Current

T. Howard Foundation · Summer/Fall Fellow Apr. 2021 to Dec. 2021

International Radio and Television Society (IRTS) Foundation · Summer Fellow Apr. 2021 to Aug. 2021

## Awards

Columbia University Graduate School of Journalism Dorothy Gilliam Scholarship Recipient 2022 Mar. 2022

RTDNA Lee Thornton Scholarship Recipient 2021 Aug. 2021

White House Correspondents' Association Scholarship Recipient 2021 Apr. 2021

Forbes 30 Under 30 Scholar Oct. 2019

## Education

Columbia University Graduate School of Journalism M.S Journalism 2023 2022 to 2023

Howard University B.A. Media, Journalism & Film 2022 2018 to 2022  
Magna Cum Laude

## Experience

Entertainment Tonight News Desk Production Assistant New York, NY Oct. 2023 to Current

- Assist writers, producers, and directors as they put segments and video edits together
- Log and transcribe celebrity interviews
- Pull visual elements and build asset folders that will enhance the storytelling in ET segments
- Identify and avoid pulling images that would be problematic for the brand and from a Standards and Practice perspective
- Communicate any necessary photo credits

Good Morning America Second Hour Weekend Production Intern New York, NY May 2022 to Aug. 2022

- Assisted the production crew in TV3 Studio during the Saturday show by working in the control room and on set
- Conducted in-depth research, pitched story ideas, and attended shoots for segments in the second hour of the show
- Helped organize VIP list and escort guests during the Summer Concert Series

E! Networks E! News Digital/Social Video Production Intern Virtual Sept. 2021 to Dec. 2021

- Pulled assets for daily Instagram Stories series "Top Stories"
- Pulled assets for "The Rundown" and source images to license when necessary
- Updated episode list and blooper sheets
- Brainstormed and helped write scripts for original talent-driven videos

Showtime Networks Social Marketing Intern Virtual June 2021 to Aug. 2021

- Contributed ideas for partners, influencers, and digital content series for Showtime's Brand & Series
- Researched and identified timely social trends, cultural conversation, competitive activity, and platform best practices to apply to brand and series assets
- Led creative development for series IG Reels and TikTok brand strategy
- Worked with internal creative teams and external agency

TapInto.net Reporting Intern Virtual Jan. 2021 to May 2021

- Wrote articles for the online publication related to events taking place in the Robbinsville, Bordentown, and Hamilton NJ communities
- Pitched stories for local and regional media coverage

Champions for Students School Board Campaign Social Media Manager Virtual Aug. 2020 to Nov. 2020

- Focused on marketing and external communications for a team of four candidates for the local school board.
- Developed, edited, and coordinated all social media platforms, including website, Facebook, Twitter, and Instagram, and drafted communications to update such platforms with information about candidates' agendas, activities, and events.

Exhale Women's Fellowship, Inc. Communications Intern Virtual June 2020 to Aug. 2020

- Managed social media and graphic design activities for a non-profit organization that provides resources and support to women facing crisis and distress, empowering them to become self-sufficient and realize their potential.

Abundant Life Fellowship Church Communications Intern Virtual June 2020 to Aug. 2020

- Crafted a weekly newsletter to keep church members informed about church news and events during the COVID-19 pandemic.

New Jersey Department of Education Public Information Intern Trenton, NJ June 2019 to Aug. 2019

- Wrote articles, blogs, and press releases for dissemination to media, school districts, and educators throughout the State of New Jersey.

## Campus-Involvement

Columbia University Association of Black Journalists · President Sept. 2022 to May 2023

Howard University Association of Black Journalists · President June 2021 to May 2022

WHBC HD3 Howard University Radio Station · Digital Content and Social Media Team Member Sept. 2018 to May 2022

Howard University Undergraduate Student Assembly · Vice Coordinator June 2021 to Feb. 2022

Freshman Leadership Academy Aug. 2018 to May 2019