

# Joseph S. Gaither

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White Plains, MD

<https://www.joemeetsworld.com/>

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## Snapshot

Avid writer and editor with 5+ years of music reviews, profiles, and blogging. I have a vigorous passion for style, music, and pop culture news. Primary Focus: Hip-Hop, R&B, & entertainment news. I have previous experience and technical skills utilizing Mac OS, MS Suite, Social, Media, Photography, WordPress, and Wix.

### EDUCATION

#### **LIM College, New York, NY**

MPS in Fashion Marketing

10/2020

**Cumulative GPA: 3.86**

#### **Hampton University, Hampton, VA**

05/2017

Bachelor of Arts in Journalism

Area of Emphasis: Business

**Cumulative GPA: 3.8**

### WORK EXPERIENCE

#### **Baller Status, Los Angeles, CA**

*Contributing Writer, 10/2017 – present*

- Daily responsibilities include content creation, writing, and proofreading of marketing and communications materials using WordPress and Mac OS
- Increased productivity by creating over 110 articles ranging from Music, Entertainment, Pop Culture, and online news
- Raised magazine's profile generating over 24,000 impressions on Twitter and over 100 website visits with several exclusive one-on-one interviews with Grammy-nominated artists and other notable figures such as Nick Cannon and D Smoke
- Assisted with social media and marketing support by sharing, posting, and promoting articles using LinkedIn, Twitter, Instagram, Snapchat, and Facebook
- Prepared articles by researching and analyzing artist backgrounds, album sales, musical chart history, and social media posts

#### **HustleTV, Newport Beach, CA**

*Editorial Intern, 09/2017 – 06/2018*

- Explored trends in Hip-Hop/R&B industry by using artists tweets and posts to produce support for music coverage

- Contributed to over 1 million views on HustleTV by producing over 15 articles covering album reviews, pop culture, and entertainment
- Increased website insights and raised publication profile by generating over 25,000 views through all 18 articles

### **True Urban Culture (TUC), Atlanta, GA**

*Magazine Writer Intern, 06/2016- 08/2016*

- Served as the catalyst in launching TUC Celebrity and Movie categories
- Sparked the genesis of two of TUC's fan favorite categories: **New Music Monday** and **TUC on Spotify**
- Created 3 weekly articles in TUC Magazine's Music, Celebrity Style, Movies, Events, and TUC Talk categories

### **SKILLS**

- MS Suite, Social Media, WordPress, Wix. Previewed InDesign & Photoshop, Mac OS, Photography, Organization.