

Naji Rutherford
+1 (678) 751-1997
rutherfordnaji@gmail.com

Dear Hiring Manager Casey Prottas,

I am enthusiastically writing to express my strong interest in the ABC News Digital Producer position at the Walt Disney Company. As a passionate communicator and dedicated storyteller, I am excited about the opportunity to apply technical skills and strategy to make a meaningful impact and gain hands-on professional experience that will support my creative and journalistic career.

Through my academic coursework and extracurricular activities, I've developed strong, concise writing skills, leveraging a background in news and editing. As Editor-in-Chief of the award-winning newspaper The FAMUAN and Lead News Director of WANM 90.5, I meticulously edit and fact-check on-air, digital and print segments to ensure they adhere to Associated Press style and are clear for publication. Through these roles, we were able to re-establish The FAMUAN's printing press, distributing the first printed issues in five years and focusing on improving standards and reporting practices. I believe that my experiences in both leadership roles have shaped me into a comprehensive and diligent leader with a keen eye for detail.

Additionally, I am drawn to ABC News specifically to review digital media analytics and research social trends for maximum impact. I've also developed and executed creative, relevant marketing strategies for on-campus organizations. During the previous fall semester, I spearheaded the "Long live physical media!" campaign for The FAMUAN, which resulted in the first print edition in five years. As part of the social media promotions team, I've worked on several campaigns for WANM 90.5, including organizing World College Radio Day. This event involved researching and booking trending musical artists, such as Luh Tyler, Bagg Daddy, and Renegade El Rey, and marketing the event to the student population. I've also had the opportunity to utilize these skills in support of Megan Thee Stallion's "MEGAN" album rollout with Roc Nation, specifically with "The Egg Hunt" in Atlanta, contributing to increased listener engagement and promotion.

I aim to contribute my experience with innovative marketing ideas and fact-checking for ethics and standards to ABC's digital and social team.

I am eager to learn from industry professionals, gain professional development through workshops, and contribute to the team in any way I can. I am confident that this job will significantly contribute to my continued growth as a creative and media professional.

Thank you for your time and consideration of my application.

Naji Rutherford