

Naji K. Rutherford

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EDUCATION

Incoming Student at Columbia University in the City of New York

Master of Science, Strategic Communications

New York City, NY

Sept. '26 - Aug. '28

Florida A&M University

Bachelor of Science, Journalism

Relevant Coursework: | Social Media, Data Analytics & Marketing | Reporting & Writing I, III & III | Sports

Journalism | Language Skills for Media Professionals | Documentary & Film | Visual Storytelling I, II, & III

Tallahassee, FL

May '26

GPA 4.0/4.0

PROFESSIONAL EXPERIENCE

Capital B News

Social & Audience Engagement Intern

Atlanta, GA

June '26 - Current

- Report and write 3+ weekly articles on arts and culture, sporting events and public policy in the Atlanta area focusing on the 2026 FIFA World Cup
- Analyze 4+ social media trends and analytics to produce video and digital content for social media for Capital B's "Oral History Project"
- Research, gather and interview 6+ people weekly on news topics to examine and localize the effects to the Atlanta area for digital articles and social media

ABC News

Production Associate Intern

New York City, NY

May '25 - Aug. '25

- Cooperated in producing 3+ daily newscasts through video, audio and photo editing on AVID for ABCNL Reports
- Researched, pitched, wrote and produced 5+ scripts daily for anchors on-air serving as an in-studio anchor producer
- Assisted in producing 3+ weekly segments with "Verdict: The Diddy Trial," "World News Tonight with David Muir" and ABCNL's entertainment and sports news segment "Vibe Check"

WANM-FM 90.5

On-Air Broadcast & Programming Intern

Tallahassee, FL

Aug. '24 - May '25

- Researched and analyzed 4+ local, campus and world news stories for daily on-air broadcast
- Wrote, tracked and produced 4+ daily broadcasted news segments in Adobe Audition
- Interviewed 3+ public figures and local experts to add context to global issues and localize to Tallahassee, FL

Procter & Gamble

Experiential Marketing Ambassador

Atlanta, GA

Oct '24 - Nov '24

- Served as an HBCU Ambassador for the "How We HBCYou Playbook" tour for FAMU homecoming
- Assisted in planning, creating, marketing and executing homecoming activations, involving and monitoring interests of 2,000+ students
- Recruited 30+ students to P&G's HBCU alumni and talent network

Roc Nation

Social and Music Marketing Associate

Atlanta, GA

June '24 - July '24

- Assisted in producing and marketing Megan Thee Stallion's "Thee Egg Hunt," an interactive scavenger hunt in Texas, Los Angeles and Atlanta
- Increased listener engagement by 43% and boosted album visibility through tabling and listening parties in Atlanta
- Collaborated with management and promotional team to produce 30+ marketing materials for fan engagement for Spotify and Apple Music

LEADERSHIP AND INVOLVEMENT

The FAMUAN

Editor-in-Chief

Tallahassee, FL

April '25 - May '26

- Re-established the printing press through fundraising over \$2,000 and producing the first three physical issues in five years with "FAMU Today, FAMU tomorrow, FAMU forever" campaign and "Since 1919" issue focusing on local Black history
- Develop and govern a team of 60+ staff writers and social media managers with weekly budget meetings
- Copyedit and revise 30+ articles weekly in proper Associated Press style for website publication

The Walt Disney Company

Campus Ambassador

Tallahassee, FL

April '24 - May '26

- Participated in 4+ recruitment tours, pop up events and social media campaigns, generating a 30% increase in program applications
- Served as an ambassador and main liaison for The Walt Disney Company and FAMU
- Facilitated 2+ monthly resume reviews, professional development sessions and informational sessions for the journalism student body

AFFILIATIONS AND AWARDS

Memberships: Alpha Kappa Alpha Sorority, Inc., New York Women in Communications, Entertainment Industry College Outreach Program, Investigative Reporters & Editors, Scripps Howard Fund, Kappa Tau Alpha

Awards: Florida News Awards 2025 Finalist for General Reporting, Kappa Tau Alpha Top Scholar Award

Skills: Adobe Suite, Google Workspace, Microsoft Office, AVID, iNews, AP ENPS