

DERRIAN CARTER



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<https://derriancarter.com>

EDUCATION

Clark Atlanta University, Atlanta, Ga.
Mass Media Arts – Journalism
Graduated August 2021
Summa Cum Laude

Arizona State University - Walter Cronkite School of Journalism
and Mass Communication, Phoenix, Ariz.
Master of Arts - Sports Journalism
Graduated December 2022

SKILLS & ABILITIES

- Poynter Institute's Newsroom Readiness Certification
- Proficiency using CMS, such as Presto, Zeta and Forge, to produce, edit and publish SEO stories
- Proficiency in copy editing, writing copy, features stories, editorials in AP news style
- Proficiency in Adobe Creative Cloud (Premiere Pro, Photoshop, InDesign, Illustrator)
- Experience in Logic Pro X and Microsoft Office Suite (Word, PowerPoint, Excel) and working with cameras (Canon EOS Rebel T6, Sony HandyCam)

ACHIEVEMENTS & MEMBERSHIPS

National Association of Black Journalists (NABJ)

05/19 - Present

Sports Journalism Institute

05/22

Garry D. Howard Scholarship Recipient

08/21

REFERENCES

Lisa Wilson - Editorial Director, Talent at The Athletic

Shemar Woods - Content Director, Phoenix Sports Bureau at Cronkite News

Bill Hill - Professor at Arizona State University

PROFESSIONAL EXPERIENCE

MLB.com

Reporter/Producer | 03/23 - Present

- Assisted or filled in for the MLB.com beat reporter for the home or away team at Truist Park and covered/reported on the team for a series or game
- Covered various events the Braves and their players held at Truist Park and in Atlanta
- Produced and edited newsletters and games for MLB teams using Zeta and Forge

Cronkite News

Sports Digital Reporter | 08/22 - 12/22

- Covered the Arizona Cardinals and wrote stories about the NFL's growth in Mexico, the atmosphere of the San Francisco 49ers vs. Cardinals Mexico game, Cardinals' 2022 valuation, the 2023 Super Bowl and the performance-enhancing drug that caused wide receiver DeAndre Hopkins' suspension
- Reported on stories outside of my beat including: Arizona State men's basketball NIL deals, Arizona high school sports and PGA golf

The Tuscaloosa News

Sports Reporting Intern | 06/22 - 08/22

- Covered Tuscaloosa high school football and volleyball programs and pitched story ideas that led to feature and enterprise stories being written about prominent players and how teams are preparing for the season
- Attended all four days of SEC Media Days 2022, wrote day-turn stories about Bryce Young, Kirby Smart, Jimbo Fisher and trending news, recorded various athletes and coaches and posted content on Twitter and joined the Gary Harris Show to discuss my observations and latest news from the event
- Collaborated with the entire Gannett South Region to cover Sun Belt Media Days and write trending stories on Arkansas, Louisiana, Mississippi, Tennessee and Alabama sports news
- Learned Gannett's editorial process and SEO system in Presto

Front Office Sports

NABJ Summer Fellow | 06/21 - 8/21

- Pitched story ideas that led to enterprise stories being written about the NBA and USA Baseball
- Interviewed and wrote stories on Chad Johnson, Justin Fields and Kyle Pitts about their business ventures
- Wrote newsletter stories on companies' earnings reports
- Completed Market Movers, What to Watch and Conversation Starters on FOS' AM and PM newsletters
- Collaborated with the FOS team to learn the editorial process for AM and PM newsletters

The Panther (Clark Atlanta University Newspaper)

Co-Sports Editor & Contributor | 09/19 - 05/21

- Wrote game, features, and editorials stories regarding athletics and events at Clark Atlanta University
- Ushered in a new section on the sports section where writers highlight 2-3 athletes a month
- Designed and laid out the sports section of the newspaper