

# Keion Pitts

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*To obtain a 2017 internship in the media/communication field working primarily in product development to showcase my communication and teamwork skills, and my business acumen which I developed through my startup experiences.*

## **PROFESSIONALLY RELATED EXPERIENCE**

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### **UGA HACK-A-THON**

*Participant*

**Athens, GA**

*October 2016*

- Developed a business plan within two days for a company focused on verifying online video for college publications entitled Torch.
- Lead a team of students from different universities and worked diligently with each student to assess their strengths and weaknesses towards building the business plan.
- Calculated the initial costs for running the business using excel spreadsheets and researched potential revenue streams to make the business sustainable.

### **ENTREPRENEURIAL JOURNALISM**

*Student*

**Athens, GA**

*August 2015 – December 2015*

- Generated a business plan for a media company entitled Game Spectator, this included market research, calculating a budget, and researching revenue streams.
- Crafted a pitch deck and presentation for the class and was awarded the most creative idea amongst my peers and instructor.
- Presented my idea to a panel of judges at the 2016 UGA Next Top Entrepreneur competition out of eight chosen teams.

## **MEDIA RELATED EXPERIENCE**

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### **PEABODY AWARDS**

*Honor Board Member*

**Athens, GA**

*September 2015-Present*

- Serving as a Peabody Student Ambassador on campus attending all campus related activities.
- Collaborating with other board members in curating media content for Peabody-Facebook Future of Media award
- Working as a production assistant during the Peabody annual awards ceremony in New York City

### **SEACREST STUDIO**

*Intern*

**Atlanta, GA**

*September 2015-August 2016*

- Created radio programming for hospital patients, occasionally interacting with patients on air.
- Collaborated alongside other interns when crafting radio programming.
- Operated radio programming technology during commercial breaks and during broadcast

## **EDUCATION**

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### **UNIVERSITY OF GEORGIA**

*Bachelor of Arts in Journalism, May 2017*

**Athens, GA**

- Dean's List