



Christian Olaniran

Writer & Digital Content Producer

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📍 Baltimore, Maryland

SUMMARY

Christian Olaniran is a dedicated journalist experienced in producing SEO-optimized content including articles, blog posts, and social media copy. In his tenure with CBS News Baltimore and WMAR-TV, he demonstrated his ability to write original, engaging stories on a wide range of topics, while also filming and producing video content for various platforms. His freelance work with SYNERGY Magazine and other organizations further highlight his journalistic skills, such as conducting in-depth interviews and composing high-quality feature articles. Christian's strong research skills and understanding of audience-specific content enable him to deliver compelling narratives that resonate with diverse readerships.

EXPERIENCE

Digital Producer

11/2022 - Present

CBS News Baltimore

- Wrote original and engaging SEO stories for the CBS News Baltimore website. Topics include politics, consumer economics, crime, health, sports, and breaking news
- Monitored multiple communication platforms to develop content ideas
- Collaborated with television reporters, anchors, and newsroom staff to produce stories
- Shot, edited, and produced short and long form video content; for web, on-air, and social media use (Adobe Premiere, After Effects, Davinci Resolve, Edius)
- Managed station social media content on platforms including Instagram, Facebook, Threads, Reddit, and YouTube.
- Generated engaging social media copy to promote CBS stories
- Created graphics for social media and website use, using Adobe Creative Suite, and Canva
- Developed new content strategies to increase social media engagement
- Trained interns on all job responsibilities

Promotions & Social Media Coordinator

04/2021 - 10/2022

WMAR-TV (ABC Networks)

Digital Project Management:

- Developed of new content ideas and creative strategy for social media to encourage audience engagement, digital presence, and solidify brand identity
- Monitored of key social media metrics using analytics reporting tools in order to develop audience growth strategies
- Oversaw, scheduled, and published of multi-media content on station social media platforms (Instagram, Facebook, YouTube, and TikTok)
- Executed WMAR promotional campaigns in collaboration with station producers, on-air talent, writers, and brand partners.
- Established acceptable standards and style guidelines for WMAR's social media content.

Digital Content Creation:

- Production of short and long form video content to complement promotable news stories; optimizing of deliverables for web, social media and on-air placement (Adobe Premiere, DaVinci Resolve, Final Cut Pro)
- Creation and editing of still and motion graphics for web and on-air placement (Adobe Illustrator, Adobe Photoshop, Adobe AfterEffects)
- DSLR and mobile photography, videography, and post-processing

Digital Content Producer (Freelance)

12/2020 - 11/2022

Lee-Com Media Services LLC.

Photography & Videography:

- Filming and production of promotional videos for clients on an as-needed basis
- Assisted in the production of multimedia content for HULU Television Network

Graphic Design:

- Designed professional graphics for print and digital use (Web, stationary printing, and promotional products)

Front-End Web Development:

- Maintained and updated website content for clients

Freelance Copywriting Consultant (Contract)

06/2021 - 09/2021

Motimatic LLC.

- Writing engaging social media copy to achieve higher click-through rates and increase target audience engagement
- Applied principles of behavioral science to generate social impact
- Collaboration with graphic designers to assist in developing visual concepts for promotional materials

Freelance Writer

03/2021 - 08/2021

Gainesville Black Professionals - SYNERGY Magazine

- Conducted interviews of philanthropic figures in the greater Gainesville area, and composed high-quality feature articles

Communications Intern

06/2020 - 08/2020

Copyright Alliance

- Monitored and reported social media user engagement metrics to maximize the effectiveness of ad campaigns.
- Audited company website for broken and/or expired links, grammatical errors, and outdated information.
- Created website wireframes for a more responsive and user-friendly company homepage.
- Conducted marketing research for the purpose of identifying potential

stakeholders.

- Developed digital content for social media outreach using Adobe Illustrator.

I.T. & Marketing Assistant / Student Event Coordinator

10/2018 - 05/2019

Towson University Housing & Residence Life

- Provided photography and videography services for on-campus events
- Shot and edited faculty portrait photos using Adobe Photoshop and Adobe Lightroom
- Filmed and edited promotional footage using Adobe Premiere and Adobe Audition
- Created engaging print and social media promotional materials for university-wide initiatives using Adobe Illustrator & Adobe InDesign. (200+ flyers published)
- Collaborated with team members to organize and execute on-campus events.
- Installed and configured operating systems, proprietary software, and peripherals, on university machines campus-wide

Business Development & Social Media Intern

06/2017 - 08/2017

Health Care Resolution Services Inc.

- Researched and discovered procurement opportunities for business development
- Created company marketing materials for print and social media using Adobe Illustrator, Adobe Photoshop, and Adobe InDesign

Business Development Intern

12/2016 - 01/2017

Enlightened Inc.

- Researched business development opportunities for leadership
- Used demographic data to propose marketing plans to enable company growth

- Created Microsoft PowerPoint presentations to present findings to company leadership
- Made introductory sales calls to potential clients.

EDUCATION

M.A. Contemporary Communications

2024

Notre Dame of Maryland University - Master of Arts

Relevant Coursework Includes:

- Social Media for Professionals
- Digital Asset Management
- Business Communication
- Campaign Design & Execution
- Data Analytics
- PR Management
- Web Development

B.S. Communications Studies

2020

Towson University - Bachelors of Science

SKILLS

Copywriting & Copyediting

Brand Identity Development

Photography & Videography

Social Media Marketing

Digital Asset Management

Data Analytics

Front-End Web Development

Adobe Photoshop

Adobe Lightroom

Adobe Illustrator

Adobe InDesign

Adobe AfterEffects

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

Microsoft SharePoint

Campaign Design & Execution