

QUIANA NORTHERN, B.S.

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Qualifications Profile

Goal-oriented young professional with a passion for inspiring and informing audiences through meaningful journalism, stories, and media.

Driven Mass Communications student and journalist, inspiring audiences through the creation of prompt, high quality stories and media content. Keen talent for managing projects and deadlines, supporting adherence to style guides, quality standards, and audience interests.

Areas of Expertise

- Journalism & Writing
- Audience Engagement
- Audio & Video Operations
- Media Production
- Executive Production
- Television Production
- Story Development
- Collaboration & Teamwork
- Project Management

Experience Highlights

Executive Producer/Technical Director, NSU Chapter of the National Association of Black Journalists, (2024 – Present)

I provided expert leadership for all produced and filmed operations, leading end-to-end executive production and technical direction to ensure the delivery of high-impact media content I coordinated and assigned operations, building and managing production teams for each individual project to support streamlined execution and engaging, captivating deliverables.

- Assemble and direct production teams, ensuring alignment with unique project needs and goals.
- Leveraging a passion for impactful journalism and influential communications, oversee all activities across the NSU NABJ News Program, bringing relevant stories to viewers.
- Provide hands-on leadership for teleprompter, switchboard, camera, audio, and editing functions, ensuring seamless execution and top-tier media content.
- Write scripts for newscast
- Operated video switcher during live broadcasts, executing clean transitions, camera cuts, and graphics cues in real-time.
- Managed communication between control room crew and studio floor team using IFB and intercom systems.

- Coordinated multi-camera operations and implemented live switching techniques for high-quality on-air results.
- Ensured all graphic elements, video packages, and remote feeds were properly queued and integrated into the show.
- Assisted with lighting and audio checks to maintain consistent studio quality across all platforms.

General Writer, Spartan Echo Norfolk State University Historic Newspaper (2022-Present)

- Served as a general writer for the school's digital newspaper, crafting articles on various topics relevant to the student body and local community.
 - Produced high-quality, engaging content under tight deadlines, ensuring factual accuracy and a strong narrative voice.
 - Collaborated with editorial staff to brainstorm and develop story ideas, contributing to a dynamic publication schedule.
 - Adapted writing style and tone to suit different article types, including news, opinion, and feature pieces.
- Published articles and multimedia content for a digital newspaper, covering a range of topics including campus events, student life, and community issues.

Links to my published writing: <https://spartanecho.org/2025/01/21/new-laws-in-effect-for-virginia/>

<https://spartanecho.org/2025/01/27/wave-goodbye-something-in-the-water-festival-canceled-again/>

Published Photography Work:

<https://spartanecho.org/2022/04/19/2022-2023-sga-president-and-vice-president-mister-and-missnsu-announced/>

Spartans Promise to Persist with Purpose Career Readiness Institute Participant 2024

- Engaged in professional development workshops focused on resume building, interview techniques, and workplace etiquette.
- Collaborated with mentors and industry professionals to gain insights into career paths and industry expectations.
- Completed mock interviews and networking exercises to enhance communication and interpersonal skills. Developed a professional portfolio, including updated resume, cover letter, and work samples.

- Participated in skill-building activities, including time management, project planning, and goal setting.
- Received training on workplace diversity, inclusion, and ethics, preparing for real-world professional environments.

Studio Center Intern- Sep 2024-Nov 2024

- Helped with the setup and breakdown of film and video production equipment, ensuring proper lighting, camera angles, and sound quality.
- Collaborated with the production team on set, managing tasks such as script supervision, shot logging, and general crew support.
- Gained hands-on experience with industry-standard equipment including cameras, lighting setups, and audio gear.
- Supported post-production processes, including footage review, editing, and file organization.
- Directed my own short film documentary, overseeing all stages of production from concept development to post-production, including interviewing, shooting, and editing.
- Actively taken part in pre-production meetings, contributing creative ideas for shot composition and storytelling.

WAVY TV-10 Intern, Jan 2025-May2025

Production

- Ran robotic camera operations in the studio for FOX 43 7-9am morning daily newscast
- Ran teleprompter operations for 12-1pm daily newscast
- Daily studio set-up required for daily newscasts. This includes checking lights and general clean-up of the news set.
- Ross Overdrive operations for daily newscasts.

Hampton Roads Show:

- Gain an understanding of the time and planning that goes into creating a one-hour, daily television show by attending post-show meetings, greeting and helping situate guests, helping with set-up and clean-up, etc.
- Assist in segment planning and shoots, greeting guests, prop setup, and adding web content.
- Aid producers with writing scripts by proofreading and printing scripts and run downs, confirming guests' names and spelling, researching business information, etc.
- Ran teleprompter for lifestyle show, Hampton Roads Show

- Knowledge in AP ENPS, used daily to help with scripts for following day show

Norfolk State University Study Abroad Ambassador, May 2023

- Stood for the study abroad program by sharing my experience in London with prospective students through presentations, social media, and campus events.
 - Advised students on the application process, program selection, and cultural adjustment based on personal experience studying in London.
 - Helped in organizing and leading informational sessions, workshops, and orientation events for students preparing to study abroad.

Mass Communications Student, Norfolk State University, 2021 – 2025

Study under industry leaders and professionals to build strong skills in the full scope of mass media practices and processes, exploring media theory/principles and strategic planning/management to empower effective media and journalism leadership.

- Studied Multimedia Storytelling at the London Metropolitan University through a study abroad semester, partnering with industry leaders in London to expand communications skillset.
- Serve as a peer mentor, supporting fellow students with academic and personal challenges to empower exceptional University experiences.

Education

Bachelor of Science in Mass Communications, Norfolk State University, 2021-2025

Master of Arts in Media and Communications, Norfolk State University- In progress