

# Ray Milburn

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Junior studying journalism and computer science at Ithaca College. Currently the web director for WICB and VIC radio, Ithaca college's award-winning college radio stations. Multimedia journalist with six years of experience in video production, Premiere Pro, news/food writing, and working in a fast-paced environment. Web developer with experience in WordPress, Python, Java, HTML/CSS, and SQL.

## Professional Experience

### **Marketing & Social Media Assistant** February 2025 – June 2025 | **James Agency & Love Soul Radio**

Manages social media accounts and posts content. Creates weekly and monthly social media calendar. Tracks social media engagement to identify high-performing ideas and campaigns for scalability. Performs social media marketing research. Brainstorms and researches ideas for campaigns and content. Creates compelling graphics to share across social channels. Films and edits short-form video and podcasts. Updates WordPress-based websites. Writes ad copy for client websites and social media.

### **Digital Video News Intern** June 2024 – August 2024 | **GBH News**

Conducted story research: writing scripts, sourcing, and identifying shoot locations. Created and sourced visual assets. Assisted with field shoots. Reported on camera for social media. Post-production: video editing, motion graphics, and documentation. Content promotion: developed SEO-rich descriptions and posted content online and on social media.

### **Web Director** May 2024 – Present | **WICB & VIC Radio**

Manages WordPress sites for the oldest college radio station in the country (WICB) and an award-winning web-broadcast radio station (VIC). Uses WordPress tools to maintain a music blog and podcast archive. Writes custom HTML and CSS. Plans and executes coding projects to add new site features and pages.

### **Video Editor** May 2023 – December 2024 | **The Ithacan**

Co-leader of the video department for Ithaca College's award-winning student newspaper. Produced an average of four videos per week for YouTube and social media. Generated 153.6k YouTube views. Recruited & trained a staff of 18 video journalists in the Adobe suite and multimedia journalism. Grew YouTube subscribers from 759 to 1,134. Launched The Ithacan's video presence on TikTok and Instagram.

### **Asst. Video Editor** November 2022 – May 2023 | **The Ithacan**

Produced two news videos per week on YouTube and social media. Trained a staff of two. Experienced in Adobe, Microsoft Office, WordPress, camera/audio equipment and AP style.

## Education

### **Ithaca College in Ithaca, NY** August 2022 – Present

Journalism & Computer Science double major. WICB Radio DJ. Class of 2026. Lambda Pi Eta society member. 3.9 GPA. Named to Dean's List each semester, member of Oracle Honors Society (top 10% of class).

## Key Skills

Adobe Suite: Premiere Pro, After Effects, Photoshop  
Microsoft Office & Google Suite  
AP Style, copy editing  
Python, SQL, HTML/CSS, Java

WordPress development  
Ability to work under pressure  
Problem solving & adaptability  
Project management

## Accomplishments

SPJ Mark of Excellence: Sports Writing  
Pinnacle Award: Best Sports Feature  
Pinnacle Award: Best Ad Campaign  
Pinnacle Award: Video, Special Event Coverage  
CMA Film & Audio: Best Video Feature Package

NESPA: Best Feature Story (2021)  
NESPA: Best News Program (2021–2022)  
NESPA: Best News Story (2021–2022)  
NESPA: Best Commercial (2021)

## References Available Upon Request