

# Greenberry Taylor

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## Education

### **University of Florida, December 2015**

M.A., Mass Communication

Specializing in Journalism

Thesis: The Evolution of Hill Country Music: An Examination of Media Coverage and Marketing of R.L. Burnside and Junior Kimbrough

Advisor: Dr. Bernell Tripp

### **Spring Hill College, December 2010**

B.A., Mass Communications

Specialized in Print Journalism

Senior Project: Brackish Mojo

## Teaching Experience

**Adjunct Instructor**, Spring Hill College

**Feature Writing (CMM 261-01)**, Spring 2017

Students created five stories using feature-style writing intended for publication in print or on the Web

- Focused on teaching the fundamentals and techniques necessary to craft high-quality feature stories, specifically: Participation & Immersion; Profile; Commentary/Column; and Human Interest.
- Students learned about the history of feature writing, covering notable journalists, historic articles, and literary writing styles.
- Carefully selected in-class reading material and designed in-class writing assignments.
- Graded all projects and provided detailed feedback.
- Created syllabus, rubric(s) and curriculum.
- Created course blog that included a detailed breakdown for each assignment, digital copy of the syllabus, and resources and tutorials.

**Adjunct Instructor**, Spring Hill College

**Multimedia Journalism (CMM 321-01)**, Fall 2015

Students completed three major multimedia projects designed for web publication

- Explored the different elements that make up effective narrative storytelling for (1) audio stories, (2) still photo galleries and (3) multimedia pieces.
- Students learned the technical skills necessary to complete each type of storytelling, after which they produced pieces suitable for their professional portfolios.
- Graded all projects and provided detailed feedback.
- Created a course Soundcloud, Flickr and YouTube account where students uploaded their final projects.
- Created syllabus, rubric(s) and curriculum.
- Created course blog that included a detailed breakdown for each assignment, digital copy of the syllabus, and resources and tutorials.

**Instructor of Record**, University of Florida

**Editing (JOU4201)**, Fall 2015

Students facilitated dual roles throughout the semester: Web Editor and Content Creator.

- Worked with the Web Editors in the newsroom, helping them edit submitted stories for content quality and AP Style.
- Worked with Content Producers one-on-one, helping them develop story ideas, OKing story pitches and enforcing deadlines.
- Guided students on how to create social media posts for different platforms, including: Twitter, Facebook and Instagram.
- Graded shift assessments, daily stories and enterprise stories.
- Selected stories suitable for publishing on WUFT.org, and published.

**Teaching Assistant**, University of Florida

**Editing (JOU4201)**, Spring 2014; Fall 2014; Spring 2015; Summer 2015

Students facilitated dual roles throughout the semester: Web Editor and Content Creator.

- Worked with the Web Editors in the newsroom, helping them edit submitted stories for content quality and AP Style.
- Worked with Content Producers one-on-one, helping them develop story ideas, OKing story pitches and enforcing deadlines.

- Responsible for grading stories.
- Responsible for publishing stories to WUFT.org.

**Adjunct Instructor**, Spring Hill College

**Special Topics/Tech Tools: Smartphone Reporting (CMM499)**, Spring 2013

Assisted the department's transition from traditional to digital reporting by leading a one-credit-hour skills-based class.

- Instructed students how to prepare brief multimedia news stories, suitable for their portfolios, using personal devices such as iPhones, Android and their computers.
- Created syllabus, rubric(s) and curriculum.
- Created course blog that included testimony videos from former students, former student's digital works, additional resource links and tutorials.

**Guest Speaker**, University of Florida

**Mass Communication Theories (CMM6400)**, Fall 2014

Lectured on the Digital Divide.

- "Exploring the Digital Divide."

**Guest Speaker**, University of Florida

**Social Influence in New Media Environments (MMC6936)**, Spring 2014

Lectured on Social Identity and Social Categorization Theory.

- "Unpacking groups: Leaders, Minorities as Leaders, Marginal Members/Black sheep, Scapegoat, Overachievers and Negative Deviants."

Lectured on the concept of the Market Maven.

- "The Market Maven & Personal Influence: Opinion Leaders, Early Adopters & General Marketplace Influencers."

## Professional Experience

**Sports Photographer**, WUFT News

Online Public Media Station

October 2014 – March 2016

- Shot still photographs of University of Florida sports, specifically football and basketball.
- Edited photos, wrote captions and created a gallery of select shots from each sporting event for WUFT.org – published on web immediately following each event.
- Live tweeted photographs from the field/court, and posted photos to Instagram in real time as well.

**Web Editor**, WUFT News

Online Public Media Station

January 2014 – December 2015

- Worked with radio and TV reporters on adapting their stories to text, intended for web publishing.
- Reported radio news for hourlies, which included editing sound and package.
- Helped news managers vet reporter's pitches in daily, morning meeting.
- Monitored site's CMS (Wordpress) for stories needing to be published, edited, fact-checked, or removed.
- Created posts for stories, which included the following: writing headline, excerpt, selecting featured image and uploading edited text.
- Wrote content for site when breaking news occurred.
- Edited and published text stories.
- Edited submitted photos and created galleries for WUFT.org.

**Freelance Writer**, Lagniappe

Independent Newspaper, Mobile, Ala., Circulation 25,000 + 80,000 readers

June 2012 – August 2013

- Created multimedia news stories for website.
- Wrote news briefs and cover stories.

**Multimedia Editor/Staff Writer**, Lagniappe

January 2011 – January 2011

- Managed social media and email blasts: Twitter, Facebook and Mail Chimp.
- Responsible for converting and uploading each print issue into Web format, suitable for Pageturn Pro.
- Created model for shooting and editing multimedia news stories.
- Wrote news briefs, cover stories and Web exclusives.

**Intern**, Lagniappe

January 2010 - December 2010

- Wrote news briefs, cover stories and Web blasts.
- 30 + hours weekly as a full time student.
- Responsible for managing subscriptions distribution.
- Wrote horoscopes and managed music listings (50+ venues).

**Music Editor, *Fishbowl Records***

Online Publication/Blog

December 2011 - May 2012

- Created unique hiring model using incentives and exposure as primary form of payment.
- Generated article topics and then assigned to writers.
- Edited and reviewed submitted articles.
- Maintained contacts with high profile agents/artist/industry professionals.
- Wrote album reviews, profiles and Q&As.

**Contributing Writer, *Fishbowl Records***

May 2011-December 2011

- Responsible for generating story ideas.
- Wrote album reviews, profiles and Q&As.

**Contributing Writer, *Sense Magazine***

Glossy Magazine, Fairhope, Ala. Circulation 10,000+ (during employment)

January 2011 - December 2011. May 2012 - September 2012

- Responsible for generating story ideas.
- Produced feature style stories.

**Sports Stringer, Mobile Press-Register**

Daily Newspaper, Mobile, Ala., Circulation 100,000+ (during employment)

August 2009 – December 2009

- Created short, accurate 90 word summaries of game results phoned in. Electronically filed summaries.

**Skills**

- Highly skilled storyteller using several mediums including: still photography, multimedia, print, and audio.
- Research specializing in media effects, mental illness in the media, media and society, and popular culture.
- Creating coursework, rubric(s) and syllabi for collegiate level courses in fields of mass communication.
- Proficient in creating websites and operating CMS, such as Wordpress and Drupal.
- Social media savvy with several platforms including: Twitter, Facebook, Instagram.
- Highly proficient with Adobe Creative Suites, specifically: Lightroom, Photoshop, InDesign, and Premiere.
- Extensive knowledge, of DSLR equipment, specifically Nikon products.
- Proficient with Microsoft Office software, specifically: Word, Power Point, and Excel.