

SESHMI ROBERTSON-HAYES

Producer & Content Creator

TV Host – Features/Entertainment/Faith-Based Programming

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Summary

Seshmi is a unique talent, that's highly skilled in three areas of television production: TV Host, Producer and Content Creator - and has covered everything from hard-news to features and entertainment and Christian & faith-based programming. Seshmi is a journalist experienced in all areas of story telling, from the creation of ideas to shooting and editing her own videos and fronting them on-air.

Having worked in both broadcast and cable television for over a decade, Seshmi has learned and executed valuable skills in both small and top-20 markets. Her last role before transferring to New York City, was as a main host on JUCE TV, a national cable television network, based in the Los Angeles area.

Experience

JUCE TV NETWORK/TRINITY BROADCASTING NETWORK | New York, NY & Santa Ana, CA 2013 – 2016 **Host/Executive Producer/Assistant to Executive Director of Programming**

Producer & Host JUCE TV Network's flagship show, a weekly half-hour talk & entertainment show, *Top 3*

Producer and fill in Anchor for JUCE TV's weekly half-hour news show, *Hot Off The Press*

Create ideas and produce and edit JUCE TV half-hour specials & segments for various shows

Regularly cultivate new contacts for JUCE TV

Handle all pre-production logistics, on air duties, and post-production duties when needed

Regularly edit half-hour shows in post-production, edit packages for air and edit episode promos

Field produce and shoot video when needed using P2 cameras

Managed the launch of our new JUCE TV website, continuously updating with visual content and stories

Led our team in growing in our social media platforms, and regularly updating with timely content

Assistant to the Executive Director of Programming, performing a variety of duties to assist in the efficient running of the network

VITELLOS RESTAURANT & VITELLOS UPSTAIRS Supperclub | Studio City, CA 2011 – 2012 **Manager** – Manage the daily operations of the Vitello's Upstairs Jazz & Supperclub

CENTRAL FLORIDA NEWS 13/CENTRAL FLORIDA ON DEMAND | Orlando, FL 2007 – 2011 **Entertainment Reporter/Host/Producer**

On-air talent covering local entertainment news & events, with regular celebrity interviews

Develop contacts and generate story ideas on a daily basis

Write & edit video of all stories under daily deadlines

Creator & Host of several highly rated shows on 24-hour On Demand network, CFOD

Produce short & long form entertainment content for news channel, CFN13, and CFOD

Maintain stations entertainment brand on social media via Twitter, Facebook and website

Shoot and edit video for my stories when needed, or collaborate with photographer/editor to ensure creative concept is carried out

WCTV EYEWITNESS NEWS/MyNetworkTV | Tallahassee, FL 2004 – 2007 **General Assignment Reporter**

Generate story ideas, shoot, write and edit packages daily

Report live in studio or on location on a daily basis for 5:30, 6 and 11pm newscasts

MORE + EDUCATION/SKILLS – next page

SESHMI HAYES

TV Host | Reporter | Producer

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New York Based



Producer

Created and launched WCTV's 5:30am morning news program "Daybreak"
Created and launched "My News At Seven", the newly acquired MyNetworkTV's 7p.m. news show
Produce evening newscasts on a daily basis by finding stories and creating the show rundown
Wrote all anchor copy for newscasts including stories, leads, tags, and approve and edit all reporter packages

Education & Training

FLORIDA STATE UNIVERSITY – Communications, BA	2001 – 2005
FLORIDA A&M UNIVERSITY – Journalism Minor, FSU/FAMU Co-Op Program	2003 – 2005
UPRIGHT CITIZENS BRIGADE – Improv 101	2012
IDALIS MEDIA – Private Hosting Coach	2012 – 2014

Skills

News: ENPS, Q-Series

Editing: Proficient with Avid News Cutter, Avid Xpress, Avid Liquid, Final Cut Pro & non-linear editing

Videography: P2 cameras and DVC-Pro cameras

Other: Photoshop, Wordpress