

Aisha I. Jefferson

Writer & Multimedia Journalist

www.aishaiman.com • aisha@aishaiman.com • linkedin.com/in/aishaiman • twitter.com/aishaiman

SUMMARY OF QUALIFICATIONS:

I am an award-winning media professional with eight years experience delivering compelling news and feature stories for print, broadcast and online media outlets. A multi-skilled self-starter, I am able to edit and shoot video, write a good headline and am comfortable researching, writing and editing on a wide range of topics. I am a naturally inquisitive person who asks good questions and is known for quickly gaining the trust of sources, including community leaders, crime victims, politicians, Fortune 500 executives and A-list celebrities. I also am meticulous and revere accuracy.

CONTRIBUTING WRITING & SOCIAL MEDIA EXPERIENCE:

The Washington Post Company, Contributing Writer. Washington, D.C. November 2010 – Present
Provide thought-provoking stories about current events and book reviews for *The Root*, a daily online magazine.

AOL Inc., Lifestyle Blogger. New York, New York October 2010 – Present
Cover beauty, hair, style and relationship topics for AOL's Blackvoices.com, a popular site targeting African Americans. Interview celebrities, beauty industry professionals and wellness experts for fitness, beauty and health news posts.

Time Inc., Contributing Writer. New York, New York February 2010 – Present
Profile working mothers for the "Work & Wealth" section of *Essence* magazine.

Associated Hearst Magazines, Contributing Writer. Cape Town, South Africa February 2009 – Present
Write personal growth feature stories, profile authors and celebrities for sections such as "O's 5 Points to ..." and "My Best Life" for *O, The Oprah Magazine, South Africa*.

Earl G. Graves Ltd., Contributing Writer. New York, New York December 2002 – Present
Simplify complex issues relating to lawsuits against corporate giants, homeownership trends, financial management, economic, environmental and entrepreneurial business ventures for *Black Enterprise* magazine and BlackEnterprise.com. Write book reviews, Q&As and features for special issues such as the BE 100s, a compilation of the top 100 black-owned companies.

Heart & Soul Enterprises, LLC., Contributing Writer. Baltimore, Maryland June 2008 – Present
Write business and travel features and fitness and nutrition profiles for *Heart & Soul*, a bi-monthly women's lifestyle magazine.

Radcliffe Broadcasting, Script Writer and Guests Booker. Atlanta, Georgia September 2009 – June 2010
Wrote scripts for financial news and health segment, and booking guests including politicians, athletes and financial experts for "Week on the Street," an end of week news and talk program.

STAFF REPORTING EXPERIENCE:

ALM (American Lawyer Media), Business reporter. Atlanta, Georgia January 2006 – February 2008
Wrote breaking news and enterprise stories covering metro Atlanta's residential and commercial real estate markets for Atlanta-based newspaper *Daily Report*. Scooped other media outlets on news including the sale of top office towers, record-setting lease amounts and construction of major mixed-use developments.

Southern Community Newspapers Inc., Cops & Courts Reporter. McDonough, Georgia January 2005 – November 2005
Wrote breaking news and enterprise stories that included coverage of child molestation and murder trials, jailbreaks and the latest crime trends in Henry County, Georgia for the *Daily Herald*. Acquired and maintained sources with local and state public safety departments, the district attorney's office as well as with the FBI, the U.S. Attorney's Office and the DEA.

Times-Journal Inc., General Assignment Reporter. Marietta, Georgia August 2003 – January 2005
Covered news and feature stories on local government, education, business and entertainment issues affecting south metro Atlanta. Generated and reported 7 stories per week; developed and wrote strong front-page stories for the *Clayton Neighbor*, a popular community weekly. Contributed breaking news coverage to sister newspaper *The Marietta Daily Journal*.

SKILLS:

Proficient in Mac and Windows-based operating systems, CMS, HTML, SEO, Final Cut Pro, Adobe CS4, Blogsmith and WordPress

EDUCATION:

Bachelor of Arts, Journalism, August 2002
Northern Illinois University, DeKalb, Illinois

AWARDS:

First Place Business News Coverage, Associated Press, 2007
First Place Business News Coverage, Georgia Press Association, 2007