

# JOSEPH REEMS LANDRETH

930 FRANK LLOYD WRIGHT WAY LAKELAND, FLA. 33801 | (239) 877-6823 | LANDRETH.REEMS@GMAIL.COM

---

## EDUCATION

**Florida Southern College**, Lakeland, Fla.

*B.S. Communications - Multimedia Journalism, Business Administration Minor*

Expected Graduation May 2020

Organizations: Delta Sigma Pi, Enactus, Student Government Association, Dean's Advisory Council, Orientation

## WORK EXPERIENCE

**LKLDnow.com**, Lakeland, Fla.

*Video Intern*, December 2019 - PRESENT

- Create, edit and publish video news pieces to social outlets.
- Use local sources to identify upcoming and current news stories.

**FSCTV**, Lakeland, Fla.

*Executive Producer, Founder*, August 2018 - PRESENT

- Produce and direct weekly broadcast news show.
- Oversee and assist three student producers tasked with three weekly shows and one daily show.
- Create, edit and publish news stories through photographs and videos.

**Florida Southern College Athletics**, Lakeland, Fla.

*Athletic Communications Intern*, August 2016 - PRESENT

- Sports Information Director for m/w cross country, m/w track, equestrian and ice hockey.
- Lead team of photographers tasked with photographing home athletic events.
- Update in-game photos and graphics on multiple platforms.
- Created press releases and game summaries on PrestoSports for release on fscmocs.com.

**Chad McLeod for City Commission**, Lakeland, Fla.

*Communications Intern*, August 2019 - December 2019

- Created marketing materials using multiple forms of media including photography, videography and graphics.
- Collaborate with other members of the campaign and communications teams to form a strategic plan.
- Create and implement a strategic paid ad campaign using Facebook Business and Google Ads.

**The Southern**, Lakeland, Fla.

*Photo Editor, Online Editor*, August 2017 - May 2019

- Photograph on campus events and activities.
- Create and maintain social media editorial calendar and posting schedule.
- Manage social media presence and daily activities.
- Utilize cross-platform branding to create a consistent brand image.

## AWARDS

Eagle Scout | Vigil Honor

2018 Outstanding Broadcast Student | 2019 Outstanding Broadcast Student

2019 Florida SPJ Sunshine State Awards (Best News Photo) Finalist