

# Shimei Ricks-Cook

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## EDUCATION

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**Fayetteville State University**, Fayetteville, NC

Bachelor of Arts in Communication and Media Studies, expected 2026

## WORK EXPERIENCE

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**Historically Black Since**, Remote

*Host*

January 2025 - present

- Host of a weekly television news program covering stories at HBCUs.
- Interview university leaders, students, and HBCU alumni on topics that are affecting their campus.

**Bronco Television**, Fayetteville, NC

*Anchor & Executive Producer*

August 2024 - present

- Oversee "What's Hot with Shimei Cook," a weekly television program.
- Write and produce three feature news stories and packages a week covering events and issues at Fayetteville State University on topics including campus events, departments, and issues.
- Edit shows using Adobe Premiere Pro that are published online and on the campus's closed-circuit television.

**Florida Citrus Sports**, Orlando, FL

*Intern*

December 2025 - December 2025

- Covered and produced post-game packages about the Pop-Tart and Cheez-It Citrus Bowl as a multimedia journalist.
- Reported on Michigan's new head football coach's introduction press conference.
- Produced a story about an event where local children in Orlando connected with players from Michigan and Texas.

**CBS17 (WNCN)**, Raleigh, NC

*Intern*

September 2025 - December 2025

- Research, write, edit, and develop compelling story packages that meet deadlines.
- Wrote post-game sports articles that were published on the station's website.
- Help set up live shots using TVU for high school football games.

**NABJ Student Multimedia Project**, Cleveland, OH

*Reporter*

August 2025 - August 2025

- Selected to gain hands-on media experiences with mentorship from media professionals to cover stories and events at the 50th annual National Association of Black Journalists Convention.
- Reported a story about Black Business Month in the Cleveland area that was aired as a television package, podcast episode, and website article.
- Wrote, produced, and tracked an audio story using Adobe Audition about an NBCU Academy event at the convention.

**Did You Hear That? with Shimei and A'Lauren**, Remote

*Co-host & Executive Producer*

May 2025 - August 2025

- Produce topics, discussions, and themes for a weekly podcast covering life as a young adult.
- Edit and upload episodes published on podcast platforms, including Spotify, Apple Podcast, and YouTube.
- Create and post digital and social media imaging, reels, and thumbnails to promote the podcast.

**FSU Broncos Sports Network**, Fayetteville, NC

*Content Creator & Broadcaster*

August 2024 - February 2025

- Provide color commentary for university volleyball and football games.
- Serve as a sideline reporter for basketball and football games.

## MEDIA SKILLS

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- Adobe Premiere Pro • Adobe Audition • iMovie • Rundown Creator • ENPS • Wix • WordPress • Instagram • TikTok
- Facebook • X/Twitter • Canva • YouTube • Spotify for Creators

## PROFESSION ALAFFILIATION

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National Association of Black Journalists; and National Communication Honors Society (Lambda Phi Eta)

## HONORS

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- NYU Ed Bradley Journalism Fellowship Member • 2025 Rick Bonnell Scholarship Recipient • 2025 NABJ Short Course Student • Best Hustle Award (NABJ Short Course) • 2025 Under Armour HBCU Career Combine