

SINTA TAYLOR

Product x People

WHO I AM

Aspiring product manager and student of product, audience and creative coding at NYU. I have an eye for design and a passion for people. My work strives to build digital communities through innovative media products.

EDUCATION

MA STUDIO 20: DIGITAL INNOVATION

New York University
Sep 2021-Dec 2022

BA MEDIA STUDIES & SOCIOLOGY

University of Virginia
2015-2019

PERSONAL PROJECT

INTRANSIT PODCAST

Creator & Producer

Aug 2020 - Dec 2021

- Built a community of 500 listeners across streaming platforms
- Designed [website](#), [graphics](#) & branding materials
- Curated & produced 12 episodes in Audition

MEDIA CONSULTING

PROJECT MANAGER | THE INTERCEPT X STUDIO 20

Launching The Intercept on TikTok

Jan 2022 - May 2022

- Advised Intercept staff on creating a unique voice for TikTok
- Consulted 3 viral TikTok creators on freelance models partnership models
- Built a database of >100 creators organized by beat (politics, climate, etc)
- Spearheaded 3 workshops with Intercept reporters on how to film & edit TikToks
- Designed a digital guide to TikTok with best practices, tutorials & more for Intercept staff

I will represent Studio 20 at the 2022 Online News Association Conference in Los Angeles this September to present our project with The Intercept.

CONTACT

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WORK EXPERIENCE

RESEARCH AND DEVELOPMENT ASSOCIATE

Old Town Media, New York, New York

Jan 2022 - Present

- Audited local news coverage in 3 U.S. markets
- Identified market trends and competitors
- Conducted user research on news consumers in Texas and California

PRODUCTION INTERN

Ado Ato Pictures, Amsterdam, Netherlands

Sep 2020 - Feb 2021

- Designed promotional assets, graphics and videos for [award-winning multi-media productions](#): *Queer In Time of a Forced Migration*, *Anouschka*, and *Un(re)solved* in partnership with CBS Frontline
- Implemented a new social media workflow which increased social media traffic
- Built a [digital film archive](#) for the web

DIGITAL MARKETING INTERN

The CA Creative, New York, New York

May 2020 - Sep 2020

- Managed the social accounts of 4 international beauty & hospitality brands (Saturday Skin, Peninsula Hotels & more) each with between 100k-500k followers
- Developed & maintained editorial content on HootSuite
- Managed 15-20 influencers daily

SKILLS

Figma Adobe Creative Cloud

UX Design Google Analytics

WebFlow JavaScript