

Personal
Portfolio



About Me



Hi, I'm Willow Hunter - a camerawoman, editor, and storyteller. Yes, I'm a multihyphenate, and over the years, I've learned to lean into my full skillset, seeing the strength and uniqueness I bring to every story. Whether it's capturing the perfect shot, shaping narrative in the edit, or crafting compelling stories from concept to screen, I thrive at the intersection of creativity and technical precision. I love bringing stories to life in a way that resonates, surprises, and stays with people long after they've watched. Simply put, I don't just tell stories—I make them unforgettable.

Major / Concentration : Mass Communications **Focus:** (Broadcast Journalism) **Minor** : Sociology

Career Goals: On-air personality , Creative Director , Camera Technician

Skills and Experience

On- Camera Performance - Confident delivering content on camera with clear communication, strong presence audience awareness

Scriptwriting and Content Development - Experienced in writing structured, engaging scripts for videos, podcasts and campus media with a focus on storytelling and audience connection.

Photography and Visual Storytelling- Capturing impactful moments at campus events, using visuals to tell compelling and authentic stories

Podcast Hosting and Production- Hosting, producing and editing podcast content while managing interviews and shaping narratives.

Creative Direction- Contributing ideas, guiding visual storytelling and helping shape the overall vision of media projects

Social Media Content Creation- Creating content tailored for digital platforms with an understanding of engagement, trends and audience interaction.

Throughout my time at VSU, I have explored multiple areas within Mass Communications, allowing me to develop a well-rounded skill set in both production and on-camera work.

Internship Experience

During this semester, I gained hands-on experience working with the Office of Communications, where I contributed to media production and campus storytelling.

Scriptwriting

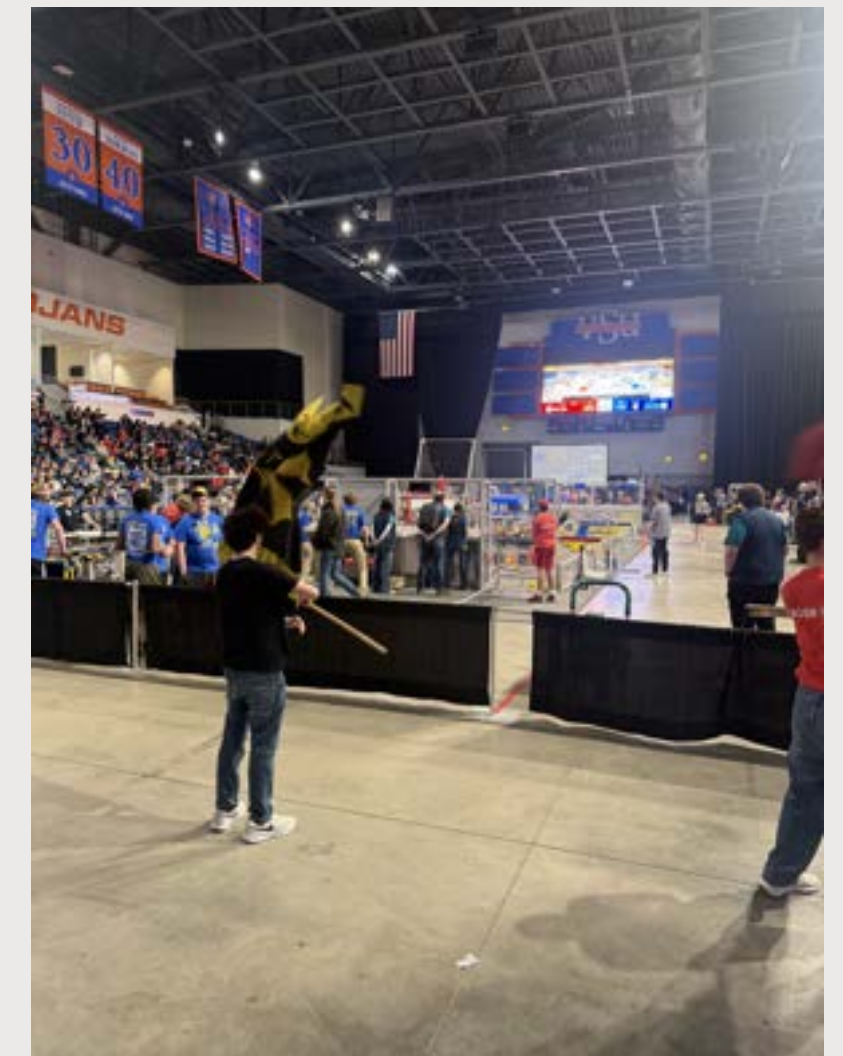
- Wrote scripts for campus events, reels, or promotional content
- Adapted tone depending on audience (formal vs. engaging/social media)
- Collaborated with team members for revisions

Photography

- Captured event coverage (org events, campus activities, etc.)
- Focused on storytelling through visuals (crowd shots, candid moments, action shots)
- Assisted with selecting and editing images for publication

Event Planning / Support

- Helped coordinate communication coverage for events
- Assisted in organizing media presence (who covers what, timing, etc.)
- Worked behind the scenes to ensure smooth execution



Projects this semester

Robotics Championship Coverage



I assisted in capturing and documenting a large scale Robotics Championship that was happening on campus. I also contributed to visual storytelling and event recap content.

VSU Org Bazaar



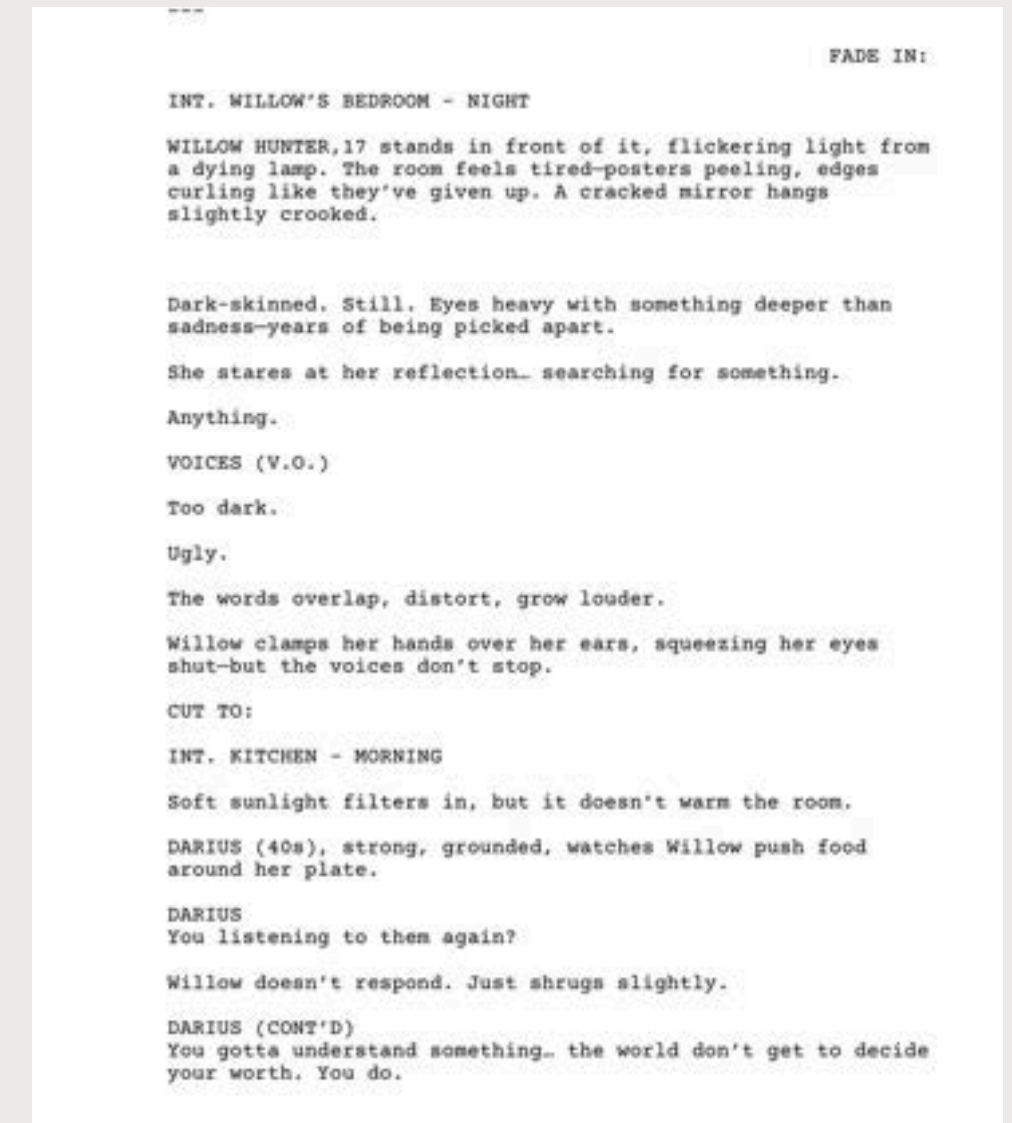
IOTA PHI THETA INC. STAND AT ORG BAZAAR



STUDENT WOMEN ENGINEERS TABLE

I helped promote and cover the event through media content.

Scriptwriting Practice



Developed short-form scripts for reels and broadcast-style content and practiced writing for tone, timing and audience engagement.

Podcasts & Scriptwriting

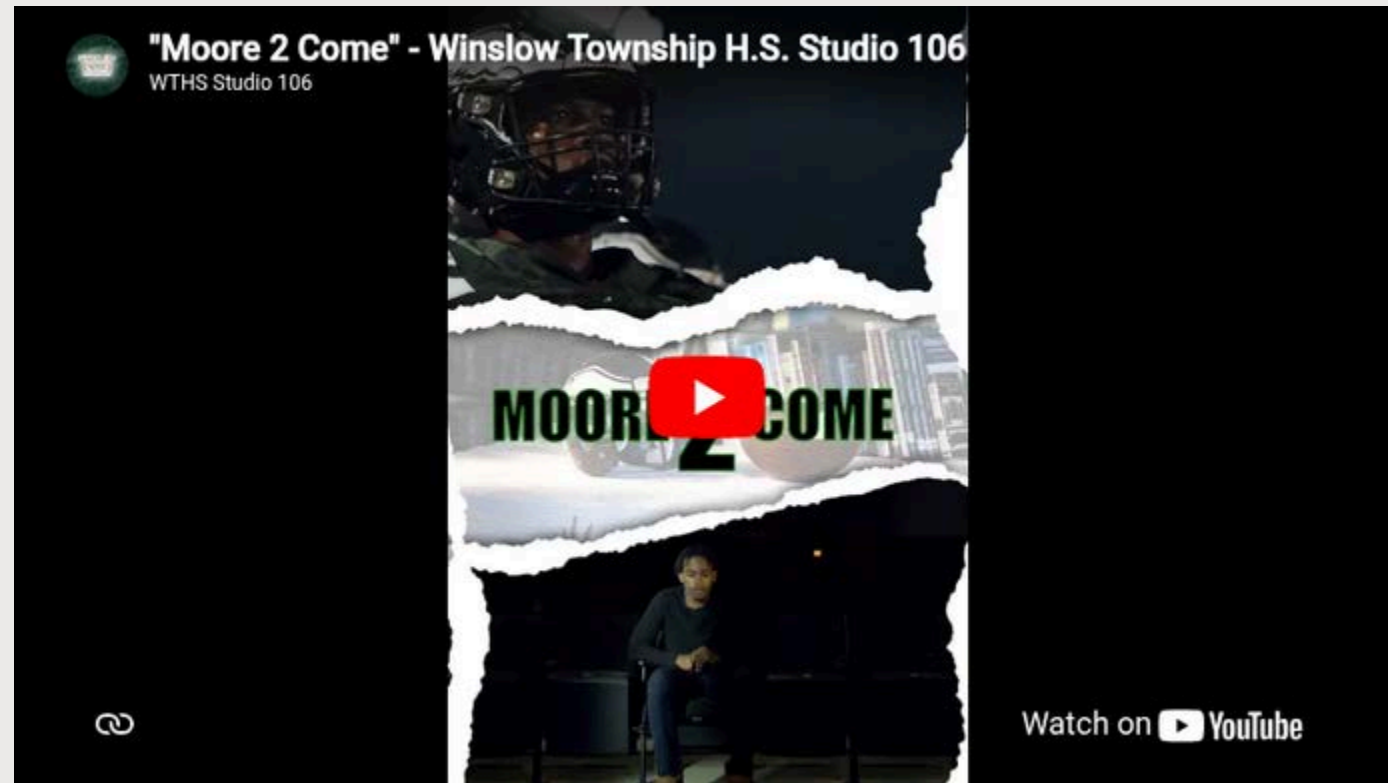
I have produced and hosted multiple podcasts where I highlights campus events and interviewed fellow students.

- I served as a host, producer, and editor as well.
- Created engaging content centered around student experiences
- I also developed strong communication and storytelling skills through audio media.

I have developed strong scriptwriting skills through both coursework and hands on experience

- Wrote scripts for video content and media productions
- Focused on clarity, audience engagement and storytelling structure
- Practiced adapting writing style for different formats (news, social media, promotional content)

Film and Media Work



I have contributed to multiple video and film projects, taking on leadership and creative roles.

- Served as Creative Director and Editor for "Moore 2 Come"
- Led a project that won 1st place in the NFL Films High School Competition
- Gained experience in video production, editing, and storytelling.



- A visual of the NFL FILMS high school competition that my team and I won and a short interview of me talking about my future aspirations.

Resume Snapshot

WILLOW HUNTER

Throughout my years at VSU I've been able to go down different lanes, broadening my skills in all different parts of the Mass Communications Department.



WILLOW HUNTER

CAMERA WOMAN & CREATIVE DIRECTOR

Skilled in both behind-the-camera and on-camera work, with a passion for storytelling, community engagement, and delivering content that resonates. Known for adaptability, collaboration and a commitment to excellence in all projects.

CONTACT INFO

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SKILLS

- Proficient in Adobe Suite
- On-Camera Presentation
- Social Media Management
- Content Creation
- Research & Reporting
- Scriptwriting & Storytelling

ACHIEVEMENTS

Taco Bell Live Más Scholarship

Winner of the TacoBell Live Más Scholarship FOUR times granting me over 60k worth of funds to go and complete college given my hunger, drive and great quality of work.

EDUCATION

Virginia State University

2022-2026
B.A. in Mass Communications
Deans List
4
Honors College (4 years)

COMMUNICATIONS EXPERIENCE

2022
NFL FILMS COMPETITION WINNER
Award-winning Creative Director for the film "Moore 2 Come". Demonstrated strong creative vision, project management, and leadership skills in developing an acclaimed media production from concept to final execution!

2023-2024
Student Council Social Media Chair
Managed and grew the council's social media presence, creating engaging content, promoting events and increasing student engagement across platforms.

2025
Intern with KNet Stream TV Station
Filmed, recorded, and switched segments for various TV shows. Recognized as the only, female team member for initiative, technical ability, and professionalism, and delivering high quality broadcast content.

OTHER EXPERIENCE

2024-2026
Resident Assistant
Overseen 40+ residents, facilitating community-building programs and providing mentorship while having 3 mentees. Skilled in conflict resolution, leadership and creating engaging experiences that enhance students' experience.

Social
Media
Chair

On
Camera
Talent

Podcast
Host

Scriptwriter

Content
Creator

Creative
Director

What I Learned and Future Goals

I was able to strengthen my confidence in on-camera and behind the scenes roles

The biggest thing I learned this semester is that media is not about just content- it's about impact and connection.

I learned how to adapt in fast-paced environments, especially while covering live events and working with a team. I strengthened my confidence not only on camera, but also behind the scenes in roles like scriptwriting, photography and creative direction. This experience helped me to better understand how much planning, collaboration and attention to detail goes into producing effective media content.

Moving forward I plan to continue developing my on-camera presence while also expanding my technical skills in editing, production and creative direction, I want to take on more leadership roles in media project and continue building a strong, professional portfolio.

My long term goal is to pursue a career in broadcast journalism where I can inform, engage and represent stories that matter.

The
End



Willow Hunter

Camera Woman/ Creative Directing & News Reporting