



CONNECT

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EDUCATION

University of Florida

Global Strategic Communications
Public Affairs Graduate Certificate

Bachelor of Science in Journalism
History Minor

SKILLS SUMMARY

- iNews
- ENPS
- Edius
- Copy Editing
- AP Style
- Spanish
- Project Management

Emerging Media

- Live Streaming
- Canva
- Infogram
- ChatGPT
- Google Analytics

AFFILIATIONS

National Association of Hispanic Journalists

Association of Hispanic Alumni
University of Florida

WORK EXPERIENCE

Digital Content Producer

WXIA 11Alive NBC - Atlanta, GA | Oct. 2021 - present

- Create community connections to enhance storytelling of diversifying metro Atlanta populations to personify audience analytics.
- Leverage Google Trends and audience insights to write SEO-driven stories for 11Alive.com with more than 75k clicks weekly.
- Curate mobile app packages, OTT programming, and landing pages to generate traffic to 11Alive News platforms.
- Copy edit, fact-check +10 stories a day while conducting a/b headline testing.

Multimedia Producer

WKMG News 6 CBS - Orlando, FL | Aug. 2018 - Aug. 2021

- Wrote daily unique, enterprise and breaking news content for ClickOrlando.com on tight deadlines.
- Produced creative weekend morning newscasts in a fast-paced, graphics-intensive environment.
- Coordinated local and national livestreams for users across digital platforms to provide robust coverage on air and online.
- Enhanced digital content with interactive elements such as infographics and timelines to highlight data sets and simplify research.

Assignment Editor & Web Producer

KRCG13 CBS - Columbia, MO | Aug. 2017 - Aug. 2018

- Simultaneously confirmed information, requested public records for the newsroom and often broke news first online.
- Increased digital footprint by raising Instagram follower count from 36 to 1,000, implemented Twitter Studio, and coordinated more livestream opportunities.
- Contributed monthly multimedia pieces for the web-exclusive community franchise People You Should Know.

SPECIAL PROJECTS

Icons are clickable



The Way Home - Digital Producer

- 11Alive Investigates series examining why tents line our freeways and families struggle to find stable housing.



Somos Central Florida - Program Head

- Spearheaded News 6's first Hispanic Heritage Month Initiative.

Story Highlights



The longest prison standoff in US history involved Cubans, Atlanta's federal prison, and Jimmy Carter



What it costs to be shot: The financial impact of gunshot wounds



Trust Index: Viral tweet about Trump impeachment consequences lacks context