

OBJECTIVE

Seeking **multimedia/editorial** position to utilize my technological savvy, diverse journalism experience and audio/video production skills.

SUMMARY

- Several years experience in reporting, editing, blogging on news, tech and music for newspaper, radio, TV & online
- Created digital media stories for multiple platforms, e.g. audio slideshows, Internet videos and news broadcasts
- Strong marketing savvy with young adult demographic by reporting on social changes and trending issues
- 10+ prominent interviews with figures like MTV Correspondent Gideon Yago, LA Times Publisher Eddy Hartenstein

RELEVANT EXPERIENCE

REPORTING & COMMUNICATION

- Mastered public radio reporting style and recording equipment through work as independent producer for KPCC
- Ongoing mentoring from KPCC's Inland Empire Reporter Steven Cuevas, June 2009 to present
- Facilitated 30% increase in online awareness of college newspaper from 7,000 hits/month to 10,000 hits/month
- Solid news and ethics judgement: • highly accurate • mastery of AP Stylebook • thrive under deadline
- Developed Web-based management tool to improve Apple Store environment and enhance the work team

PROMINENT WORK

- Pitched and reported on-air **KQED-FM** radio feature "[Getting an 'A' in beer class](#)" to a listenership of 700,000
- Aired **KPCC** radio feature "[Cal Poly Pomona ginning up attention with campus-brewed beers](#)" to 600,000 listeners
- Wrote, reported and produced **KPCC** radio feature "[Cal Poly Pomona grad competing in Miss California contest](#)"
- Pitched, reported **Inland Valley Daily Bulletin** article "[Mr., Miss Cal Poly Pomona crowned](#)" to 176,000 readers
- 100 **Poly Post** news, feature and human interest [articles](#) published to college audience of 16,000+ over three years

PRODUCTION & TECHNOLOGICAL SKILLS

- Demonstrated versatility in social media outreach: • Twitter • Facebook • Foursquare • Mashable • Hootsuite
- Skilled in digital photography, graphic and Web design: • Photoshop • InDesign • Aperture • Flickr • Picassa
- Versed in audio/video recording and editing: • Solid State Recorder & Mic • Garageband • Audacity • iMovie
- Maintained and monitored quality of news Web sites and blogs: • Wordpress savvy • CSS, HTML familiarity • CMS
- Fluent in latest mobile content and communication platforms such as iPad, iPhone and cloud computing
- Expert in professional office applications: • Microsoft Office • Apple iWork • Outlook • 85 WPM typing

AWARDS

- **1st Place**, Best Student Newspaper; Society of Professional Journalists
- **1st Place**, Best Orientation/Back to School Issue; California College Media Association
- **1st Place**, Best Student Newspaper; Inland Southern California: Society of Professional Journalists
- **2nd Place**, Best Arts and Entertainment story; California College Media Association

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ACTIVITIES

- Produce online content for Southern California region of [Patch.com](#), AOL's hyper-local online journalism venture
- Developing social media campaign for [89.9 KCRW](#), a public music and news station with 550,000 weekly listeners
- Manage [PLUG](#), a blog broadcasting a viewpoint on music, media and pop culture trends to 1,000 visitors/month
- Collaborate with [Project Rhythm Seed](#), a nonprofit music blog that aims to place instruments in schools

EMPLOYMENT HISTORY

PATCH [AOL news startup] - Freelance Contributor • Inland Empire, CA [Current]

88.5 KQED-FM [700,000 listeners] - Independent Producer • San Francisco, CA [Current]

89.3 KPCC [600,000 listeners] - Independent Producer • Intern • Pasadena, CA [Current]

APPLE, INC. - Specialist • Genius • Creative • Brea, CA [March 2008 - Present]

CURRENT TV - Blogger • Intern • Los Angeles, CA [Sept. 2009 - March 2010]

THE POLY POST [16,000 readers] - Editor-in-Chief • Pomona, CA [June 2008 - June 2009]

METROMIX - [Now LA Times' Brand X] - Intern • Los Angeles, CA [June 2008 - Sept. 2009]

EDUCATION

Bachelor of Science in Communication, Journalism Option, 2009

GPA 3.5

- California State Polytechnic University, Pomona