

MISSION

Expert storyteller with 12-plus years of professional experience utilizing inquisitive nature to devise thought-provoking questions and answers. Leverages persistent, persuasive spirit and go-getter attitude to turn a “no” into a “yes.” Pitches unique story angles and finds interesting ways to make a news headline or trending topic relevant to the audience. Adds value to an organization by bringing stories to life in broadcast, print, and digital mediums.

- Secured press for clients in The New York Times, The Wall Street Journal, The Boston Globe, Yahoo!, American Express, Travel + Leisure, Forbes, South Florida Business Journal, South Florida Business & Wealth, The Miami Herald's Indulge, The South Florida Sun-Sentinel, Destination I Do, The CW South Florida's "Inside South Florida," CBS Miami, Deco Drive, WPTV, WPBF, WPEC, Thrive Global, Medium, Woman's Day, and more. This has resulted in millions of readers and viewers, equivalent to millions of ad dollars.
- Conducts interviews with relevant follow-up questions and fluid conversation.
- Establishes and maintains a large network of connections by regularly attending professional journalism and public relations industry events with organizations, universities, and alumni associations.
- Thrives in breaking news situations that require multi-tasking and wearing many hats simultaneously.
- Oversaw coverage of major local, national, & international news events: mass shootings, homicides, wildfires, & royal weddings.
- Flourished in independent environments during graveyard, nighttime, remote, weekend, & holiday on-call shifts with little to no supervision.
- Collaborated with graphic designers to select appropriate photos and design infographics to complement written projects.
- Booked guests for television, phone, and email interviews.
- Enhances results by being strategic and thinking outside-the-box while being conscious of budgetary constraints.

CORE COMPETENCIES & TECHNICAL SKILLS

- | | | |
|--|------------------------|------------------------|
| • Storytelling | • Breaking News | • Adobe Creative Suite |
| • Content Management Systems | • Pitching Stories | • Microsoft Office |
| • Digital Metrics Tracking & Analysis (Omniure, Chartbeat, Google Analytics) | • Interviewing | • Video Editing |
| • Thorough Researching | • Fact-checking | • Cision/Bacon's/Vocus |
| • Content Creation | • News Writing | • Accurint |
| • Collaboration | • AP Style | • Salesforce |
| • Newsgathering | • Copyediting | • Concur |
| • Strategic Planning & Execution | • Social Media Posting | • Mailchimp |
| • Relationship Building | • Media Relations | • Teamwork |
| | • Press Clippings | • Slack |
| | • iNews | • Airtable |

EXPERIENCE

Freelance

2007 - Present

- Pitch, write articles and biographies, copyedit, and conduct interviews for U.S. Figure Skating FanZone, TMZ, The Miami Herald, and The Hollywood Reporter.
- Produce television segments for BrandStar's "The Balancing Act."
- Wrote scavenger hunts and blogs for Let's Roam.
- Write press releases, blogs, talking points, and articles for Crowe PR, Pantelides PR, Hey! Sandy PR, TB Media Group, VO Mastery, Monterey County Convention & Visitors Bureau, and University of Miami Office of Media Relations.
- Exercised customer service skills as player services concierge at U.S. Open Tennis Championships by booking dinner reservations and Broadway show tickets for elite athletes and their guests.
- As an NBC Page, provided guided tours and coordinated audience attendance.

Smart Meetings Magazine, Sausalito, CA

5/2017 - 4/2019

Content Editor

- Wrote articles for monthly trade magazine and daily website on topics including travel, hospitality, event planning, amusement parks, animals, health, wellness, fitness, sustainability, career tips, executive biographies, technology, and food & beverage.
- Posted photos, videos, and articles on social media.
- Represented company on familiarization trips and at trade shows.

Hot Bench Court Television Show, Hollywood, CA

9/2015 - 7/2016

Associate Producer

- Booked litigants to have small claims cases heard on show.
- Managed travel arrangements for litigants' flights, ground transportation, and hotels.
- Wrote statements from litigants and witnesses and prepared them to answer questions and present evidence on-camera; wrote chyrons.

Access Hollywood, Burbank, CA

11/2014 - 4/2015

Web Editor

- Wrote/published articles and photo galleries for accesshollywood.com.
- Shared links to articles and photo galleries on social media.
- Conducted interviews with celebrities.

Hallmark Channel, Studio City, CA

3/2013 - 5/2015

Web Associate Producer & Temp PR Assistant

- Posted press kit materials to crownmediapress.com.
- Maintained media contact information and pitched media outlets using Vocus.
- Sent packages, such as screeners, via FedEx.
- Batched photos to be sent to talent for approval.
- Edited and posted video clips, photos, segment recaps, DIY instructions, and recipes from "Home & Family" to hallmarkchannel.com.
- Formatted metadata and built mini-sites for network's movies and television series.
- Syndicated videos with partners.
- Updated mobile applications.
- Escorted talent at Television Critics Association events.

Entertainment Tonight/The Insider, Studio City, CA

7/2009 - 1/2013

Newsdesk Manager, Field Producer, Web Editor, Online Editorial Coordinator

- Monitored breaking news, AP wire in iNews, social media, photo agencies, and web traffic.
- Contacted publicists, attorneys, and law enforcement authorities for breaking news confirmation and to obtain mug shots, police reports, court documents, coroners' reports, and 9-1-1 calls and conducted online inmate searches.
- Wrote 4-8 web articles per shift, created online photo galleries, wrote captions, and storyboarded video by providing editor with timecodes.
- Coordinated arrangements with publicists to interview celebrities in red carpet, junket, and sit-down settings.
- Assisted on-air talent in the field and voiceover booth.
- Booked and received satellite feeds.
- Organized shoot and broadcast schedules and run-downs.
- Executed integrations with brands and maintained partnerships with other websites.
- Created a social media presence.
- Pitched exclusive and breaking news stories to other media outlets.
- Sent mobile alerts regarding breaking news.

ABC News Radio, New York, NY and Los Angeles, CA

2/2008 - 1/2011

Reporter, Field Producer, Producer, Tape Librarian, Writer, Newsroom Assistant

- Archived newscasts, interviews, and event coverage digitally and on library shelves.
- Conducted interviews with celebrities, athletes, newsmakers, and man-on-the-street (MOS).
- Produced special themed broadcasts for holidays, box office, 2008 Olympics, and 2008 Presidential Election.
- Assisted assignment desk and on-air correspondents with breaking news and clerical/administrative duties.
- Wrote copy to be read on morning drive radio programs.
- Uploaded podcasts to abcnews.com.

EDUCATION & CAREER DEVELOPMENT

University of Miami, Coral Gables, FL — *Bachelor of Science*

8/2004 - 12/2007

Double Major: Visual Communications and Psychology

Minor: Music Business & Entertainment Industries

University of Sydney, Sydney, NSW, Australia — *Semester Abroad*

Fall 2007

Additional On-Air Training — APTRA Academy, Los Angeles Reporter's Clinic, and Initiative Talent Group

PROFESSIONAL AFFILIATIONS- Public Relations Society of America (PRSA), Gold Coast PR Council, National Association of Black Journalists (NABJ), National Association of Hispanic Journalists (NAHJ), Society of Professional Journalists (SPJ), Academy of Television Arts & Sciences, NBS-AERho, University of Miami Alumni Association, Alpha Delta Pi Alumnae Association