

Amanda Barberena

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Education

Michigan State University
Expected Graduation May 2021

Major: Media and Information
Film Making Concentration

Minor: Public Relations

Cumulative G.P.A. 3.98

Student Organizations:

- Society for News Design
- Wharton Center Student Marketing Organization
- Public Relations Student Society of America

Skills

Adobe Creative Cloud

Audition



InDesign



Illustrator



Photoshop



Dreamweaver



Premiere



After Effects



Radio Automation Software

Enco



Zetta



Simian



Pro Tools



Web Coding

HTML



CSS



D3



Other

Office 365 Suite



Professional Profile

National Public Radio Station WKAR, East Lansing, MI

News and Social Media Intern

September 2017 - Present

- Contributed to over 1,000 projects in three-and-a-half years.
- Created over 400 news social media posts for Twitter and Facebook.
- Voiced 240 "All Things Considered" newscasts and recorded over 405 weather forecasts.
- Wrote 70 "Coronavirus in the Lansing Region" blog posts.
- Produced two "Serving Up Science" podcasts and helped with 24 more.
- Collaboratively created six city council candidate episodes for award winning radio series "Roundabout."
- Produced over 40 pieces including articles, interviews and photos.
- Scheduled 20 interviews for "Monday Morning with the Mayor."
- Taught new interns basic radio and writing skills.

Comcast Central Division, Atlanta, GA

Government Affairs Intern

May 2020 - July 2020

- Created a technological literacy workshop for senior citizens.
- Reconnected Comcast partnership with Savannah Center for Blind and Low Vision. Virtually lead technological accessibility workshop.
- Attended 15 virtual government, policy and lobbying webinars.

Public Broadcast Service Station WKAR, East Lansing, MI

Production Intern

January 2020 - May 2020

- Floor managed and operated graphics for five episodes of WKAR-TV's program "Off The Record."

Comcast Heartland Region, Plymouth, MI

Freelance Writer/Editor

December 2019 - May 2020

Public Relations Intern

May 2019 - August 2019

- Contributed to over 250 projects including writing press releases, media advisories, internal announcements, articles, blog posts and social media content.
- Pitched stories to reporters and prepared information for interviews.

Society for News Design MSU Chapter, East Lansing, MI

Student Organization President

May 2019 - Present

- Organized 30 meetings, speakers and events.
- Helped with worldwide student design contest, hosted by MSUSND.

Michigan State University, East Lansing, MI

Teaching Assistant

January 2019 - May 2019

- Graded student papers for a public relations writing class.

Spartan Sports Network, East Lansing, MI

Producer

September 2018 - January 2020

- Operated the sound board for hockey, women's basketball, volleyball, softball and baseball games.

Professional Profile

Plato's Closet, Canton, MI

Sales Associate

May 2018 - January 2019

- Assisted customers and priced clothing.

National Public Radio Station WDET, Detroit, MI

News Intern

June 2017 - August 2017

- Interviewed over 30 authorities from the Michigan, Ohio and Ontario areas.
- Wrote over 72 news stories for on-air hosts.

Plymouth-Canton Community Schools, Plymouth, MI

Counselor, Safety Town Youth Program

June 2015 - August 2018

- Taught safety awareness to groups of preschool to kindergarten-aged students.
- Trusted to be in charge of students and staff when director was busy.

Radio Station WSDP, Canton, MI

Program Director/On-air Talent/Reporter

September 2013 - June 2017

- Managed 37 student broadcasters during 2016 - 2017.
- Developed air check protocols to maintain continuity in programming and evaluate staff.
- Hosted weekly evening music program.
- Served as news reporter and anchor for "Newsfile at 5:30" program.
- Maintained talent schedule for live and recorded music programming.
- Represented station at live remote broadcasts in the community designed to increase brand awareness.

Community Service

Radio Station WSDP, Canton, MI

Guest Host

June 2017 - Present

- Helped with annual pledge drive and auction.

Evangelical Lutheran Church, Livonia MI

Volunteer Work

September 2012 - January 2017

- Cleaned neighborhoods in the Detroit area.
- Packaged food for children in Africa.
- Assisted with special needs holiday parties.

BeloDrama and Plymouth Uptown Players, Plymouth, MI

Assistant Director

January 2009 - March 2015

- Worked with young actors as a director, costume and make-up head and coordinator.

Awards

First Place - Newscast/News Feature for Roundabout Radio Series	2020
Michigan Student Broadcast Awards at the Michigan Association of Broadcasters (MAB)	
Honorable Mention - Current Events for Roundabout Radio Series	2020
Michigan Student Broadcast Awards at the MAB*	
MAB* Scripps Howard Foundation, WXYZ-TV 7 Detroit Scholarship	2020
Richard E. Augenstein Public Relations Scholarship	2020
Glenn and Thelma Buell College of Communication Arts and Sciences Scholarship	2018, 2019, 2020
Communication Arts and Sciences Scholarship in Telecommunications	2019, 2020
George Brown Memorial Scholarship in Public Relations	2019
MAB* WXYZ-TV 7 Detroit Scholarship	2017
First Place - Digital Media Experience	2017
Michigan Student Broadcast Awards at the MAB*	
Wilcox Foundation Educational Scholarship	2017
WSDP John Seidelman Scholarship	2017
Gloria Logan Scholarship	2017

*Michigan Association of Broadcasters