

# Amanda Barberena

Aspiring public relations professional with journalism and social media experience  
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## Professional Experience

### WKAR National Public Radio Station, East Lansing, MI

News and Social Media Intern | September 2017 - Present

- Produced, wrote and edited 800 projects in three years.
- In charge of external communications via WKAR News social media channels including Facebook and Twitter.
- Contributed to the WKAR News team by voicing 240 "All Things Considered" newscasts and recorded over 400 weather forecasts.
- Wrote 70 "Coronavirus in the Lansing Region" blog posts which received an average of 600 views per week.
- Collaborated on the creation of six city council candidate episodes for award-winning "Roundabout" radio series which received over 1,000 views.
- Produced two "Serving Up Science" podcast episodes including interviewing subjects, editing audio and writing content for the WKAR website.
- Helped produce 24 "Serving Up Science" podcast episodes by editing audio and writing content for the WKAR website.

### Comcast Central Division, Atlanta, GA

Government Affairs Intern | May 2020 - July 2020

- Created a technological literacy workshop for senior citizens. Fifteen people participated in the hour-long virtual workshop.
- Broadened my knowledge of government, policy and lobbying by attending 15 webinars and taking notes which assisted Comcast government affairs VPs.

### WKAR Public Broadcast Service Station, East Lansing, MI

Production Intern | January 2020 - May 2020

- Managed talent and was a graphics operator 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

- Met a goal of writing over 100 press releases, media advisories, internal announcements, articles, blog posts and social media content.
- Pitched stories to reporters and prepared information for interviews.

## Community Service

### WSDP Radio Station, Canton, MI

Guest Host | June 2017 - Present

- Helped raise money for the station as a guest on-air personality, so they can continue broadcasting local news.

## Awards

- First place winner in the "2020 Newscast/News Feature" category for "Roundabout" radio series at the Michigan Student Broadcast Awards through the Michigan Association of Broadcasters.

## Skills

### Adobe Creative Cloud

Audition (Audio)	★ ★ ★ ★
InDesign (Design)	★ ★ ★ ★
Illustrator (Design)	★ ★ ★ ★
Photoshop (Design)	★ ★ ★ ☆
Dreamweaver (Web)	★ ★ ★ ☆
Premiere (Film)	★ ★ ★ ☆
After Effects (Film)	★ ★ ★ ☆

### Radio Automation

Enco	★ ★ ★ ★
Zetta	★ ★ ★ ☆

### Web Programming Languages

HTML	★ ★ ★ ★
CSS	★ ★ ★ ★
D3	★ ★ ★ ☆

## Education

### Michigan State University

Expected Graduation May 2021  
Cumulative G.P.A. 3.98  
Dean's List 2017 - 2020

### Major

Media and Information  
Film Making Concentration

### Minor

Public Relations

### Student Professional Associations

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

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## References

### Karel Vega

Managing News Director at WKAR National Public Radio Station

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- Address: 404 Wilson Rd., East Lansing, MI 48824

### Michelle Gilbert

Vice President of Public Relations for Comcast's Heartland Region

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- Phone number: 734-431-1858
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### Christopher Polnitz

Manager of Government Affairs for Comcast's Central Division

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### Rick Epps

Visual Journalism Professor at Michigan State University

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