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)  Audition  InDesign (Design)  Audition  Illustrator (Design)  Audition  Photoshop (Design)  Audition  Dreamweaver (Web)  Audition  Premiere (Film)  Audition  After Effects (Film)  Audition  Radio Automation  Enco  Audition  Zetta  Audition  Web Programming Languages  HTML  Audition  CSS  Audition  D3  Audition  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

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