Clara Fernandez

ENTRY-LEVEL JOURNALIST

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CAREER OBJECTIVE

Aspiring journalist seeking an entry-level position at KSAT 12, where I can apply my skills in research, editing, and ethical reporting. Excited to collaborate with storytellers at the television station and produce compelling content that informs, educates, and inspires viewers all over San Antonio.

EDUCATION

M.A.	**B.A.**
English	**English**
University of Texas at San Antonio	Texas A&M University
January 2021 - May 2023	August 2016 - June 2020
San Antonio, TX	San Antonio, TX

WORK EXPERIENCE

JULY 2023 - CURRENT

Public Relations Intern / The DeBerry Group / San Antonio, TX

- Conducted market research to identify 24 media trends and competitor strategies.
- Drafted 17 press releases, **boosting client visibility in target markets by 36%.**
- Practiced keyword research to optimize 11 press releases for search engine visibility.
- Monitored current media with iNews, identifying 8 media coverage opportunities.

PROJECTS

OCTOBER 2019 - FEBRUARY 2020

Editor / Cultural Studies / San Antonio, TX

- Edited 46 articles for clarity, grammar, and adherence to project guidelines.
- Managed all editorial deadlines, maintaining a 94% on-time delivery rate.
- Provided constructive feedback to writers, **lowering repeated mistakes by 27%**.
- Promoted the project on social media, gaining an average of 1,394 views per post.

MAY 2018 - AUGUST 2018
Research Member / Literary Analysis Papers / San Antonio, TX

- Analyzed 19 detailed literary papers, showing research and critical thinking abilities.
- Used logical reasoning to **identify 3 thematic inconsistencies** within literary works.
- Researched 6 complex literary theories, improving the project's academic credibility.
- Leveraged Microsoft Word to format and finalize 12 analysis drafts.

SKILLS

Storytelling	Critical Thinking
Research	Logical Reasoning
Editing	Microsoft Word
iNews	Journalism Ethics