

GENESIS OBANDO

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Summary

Dynamic bilingual (English/Spanish) digital content producer with 5+ years of experience in network news, digital journalism, and social media strategy. Skilled in breaking news production, editorial writing, field reporting, and multimedia storytelling across platforms. Proven track record at NBC News properties (MSNBC, CNBC) and NJ Spotlight News, with expertise in AP Style, video editing (Avid, Adobe Premiere), and live coverage. Known for sharp editorial judgment, thriving under pressure, and delivering compelling journalism that informs and engages diverse audiences.

Skills & Proficiencies

- Languages: Fluent in English & Spanish
- Video Production & Editing: Adobe Premiere, Avid, video/script editing, post-production
- Office & Productivity Tools: Microsoft Word, Excel, PowerPoint
- Social Media & Digital Platforms: Instagram, Twitter, Facebook, WordPress
- Journalism Skills: Storytelling, breaking news coverage, live programming support, content creation, research & fact-checking, editing for web and broadcast
- Professional Attributes: Strong organizational & multitasking skills, proactive/self-starter, calm under pressure, knowledge of newsroom/editorial standards and best practices

Professional Experience

Digital Content Associate – NJ Spotlight News, Newark, NJ

2/2021 - Present

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- Produce and edit multimedia stories for digital platforms under tight deadlines
 - Develop original story ideas that strengthen audience engagement
 - Collaborate with newsroom teams to manage breaking news coverage in real time
 - Coordinate and support live digital programming
 - Balance multiple projects while upholding newsroom/editorial standards and AP style

Reporter (Contract) – NJ Spotlight News & Votebeat, Newark, NJ

10/2020- 1/2021

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- Reported on state politics and local news, producing timely articles for digital platforms
 - Conducted interviews, research, and fact-checking to ensure accurate reporting
 - Assisted editorial teams in story development and content planning

Longform Intern – MSNBC, New York, NY

1/2020- 5/2020

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- Assisted in producing longform investigative and documentary-style stories
 - Conducted research and developed interview questions
 - Gained experience in live and taped programming

Digital Video Intern – CNBC, Englewood Cliffs, NJ

6/2019–8/2019

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- Wrote Scripts, Produced and edited short-form video content for CNBC.com and social media platforms
 - Researched story topics, pitched original content ideas, and supported editorial workflow
 - Produced explainers and videos that demonstrated AP style and editorial standards

Mission to Puerto Rico – Montclair State Student Reporting Trip, Puerto Rico

3/2018- ?/2018

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- Produced award-winning documentary “Open for Business” on Hurricane Maria aftermath; handled research, reporting, interviews, camera/audio work, and post-production

Education

Bachelor of Arts in Journalism, Minor in Sociology

9/2016 - 5/2020

Montclair State University, Montclair, NJ

- GPA: 3.8 | Deans List: Fall 2016, Fall 2017, Spring 2018