

GENESIS OBANDO

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Summary

Dynamic bilingual (English and Spanish) digital content producer with 6+ years of experience in network, digital news 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. Expertise in AP Style, copy editing and video editing (Adobe Premiere). Known for sharp editorial judgment, working well under pressure, multitasking and delivering compelling journalism that informs and engages diverse audiences.

Skills

- Languages: Fluent in English and Spanish
- Video production and editing: Shooting video and audio with a digital camera, script writing, editing on Adobe Premiere, captioning, finding music, etc.
- Office and productivity tools: Adobe Creative Suite, Google Workspace, Microsoft Office
- Social media and digital platforms: Instagram, X, Bluesky, YouTube, Facebook, Hootsuite, WordPress/Content Management Systems
- Journalism skills: Booking/conducting interviews, breaking news coverage, writing and editing, SEO, manage livestreaming, selecting/creating photos and graphics for online stories, research, fact-checking, copy editing, AP style
- Professional attributes: Strong organizational and 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

- Shoot/find/create photos and graphics to add into CMS for digital stories
- Develop original story ideas that strengthen audience engagement
- Utilize Adobe Premiere and Photoshop to shoot, edit and produce video and photos
- Assist editorial teams in story development and content planning
- Create daily video/post assets in CMS and upload videos to website and YouTube
- Research, fact check and copy edit TV broadcast scripts for AP Style and SEO in the CMS for publication
- Create social posts for Instagram, X, Bluesky, YouTube, Facebook
- Managed livestreaming for live programming
- Balanced multiple projects on deadline while upholding editorial standards

Reporter – NJ Spotlight News and Votebeat, NJ

10/2020 - 1/2021

- Pitched and reported on 2020 election and New Jersey local news
- Conducted interviews, research and fact checking to ensure accurate reporting

Longform Intern – MSNBC, New York, NY

1/2020 - 5/2020

- Conducted editorial research
- Created detailed show notes for Dateline episodes
- Gathered and organized documents for show bibles

Digital Video Intern – CNBC, Englewood Cliffs, NJ

6/2019 – 8/2019

- Wrote scripts, produced and edited videos for CNBC.com and social media
- Produced and edited “Wedding loans: How they work and why more couples are using them”
- Researched story topics and supported editorial workflow

Mission to Puerto Rico – Montclair State University Student Reporting Trip

3/2018

- Produced award-winning short documentary “Open for Business” on Hurricane Maria aftermath; handled research, reporting, interviews, camera/audio work and post-production
- 2019 College Television Award in News category
- 2019 Seymour Bricker Humanitarian Award
- 2019 Student Edward R. Murrow Award

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