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EDUCATION

Bachelors of Science in Telecommunications December 2014
Minor in Latin American Studies and Spanish
University of Florida, Gainesville, FL

Associates of Art in Mass Communications/Journalism December 2011
Miami Dade College, Miami, FL

EXPERIENCE

HOLBROOK TRAVEL, Gainesville, FL August 2014 – Present

- MARKETING INTERN
 - <http://holbrooktravel.com/>
 - Social media content generation and maintenance, video editing and production, graphic design, writing feature articles, campaign planning and analysis, competitor research.

UNIVISION INC, Miami, FL June 2014 – August 2014
<https://www.youtube.com/watch?v=SwBDyiuNJpg>

- DIGITAL NEWS INTERN
 - Produce original short form video content for UnivisionNoticias.com and Uvideos.com using News Cutter – Avid.
 - Covered the humanitarian crisis at the border.
 - First-hand experience as an Associate Producer.

UF IN BERLIN PROGRAM, Berlin, Germany May 2014
http://www.jou.ufl.edu/people/faculty/jfreeman/Berlin2014/Brenda_publish_to_web/index.html

- PHOTOJOURNALISM PROJECT
 - Interview, edit and produce a story about the life of a Berliner.

NOTICIAS WUFT-FM 89.1, University of Florida August 2012 – Present
Weekly Spanish News Radio Program in North Central Florida
<http://www.wuft.org/noticias/>

- ANCHOR & EXECUTIVE PRODUCER
 - Interview guests for “Asuntos Públicos” segment.
 - Assign news stories to writers and reporters.
 - Record, edit and produce the show every week using Adobe Audition.
- WRITER AND REPORTER
 - Pitch news worthy story ideas.
 - Investigate, gather information and produce factual stories.
 - Interview people and create original works.

EXPERIENCE

WUFT-HD3 RITMO LATINO 89.1 FM, University of Florida

January 2013 –
December 2013

- **HOURLY NEWS BRIEF SHIFT**
 - Gather information, write news stories and go on air every hour with the last minute news.

WUFT-TV NEWS 5, University of Florida

January 2013 –
May 2014

- **TV PRODUCTION**

Part of the production team, working on set with cameras and as floor manager. First-hand experience as a technical director.

MEGA TV – “BAYLY SHOW”, Miami, FL

August 2011 – December 2011

- **ASSISTANT PRODUCER**
 - Assisting with cameras, audio, and teleprompter.

UNIVISION INC – “REPUBLICA DEPORTIVA” SPORTS SHOW, Miami, FL

June 2011 – July 2011

- Covering *Copa América 2011*, representing a team in a match, commenting about soccer games and players.

MIAMI DADE COLLEGE, Miami, FL

February 2010 –
August 2012

- **FINANCIAL AID CLERK**
 - Provide information and assistance in completing financial aid applications to students.

ACTIVITIES

HISPANIC COMMUNICATORS ASSOCIATION, University of Florida

August 2013 – Present

- **Treasure** – Prepare financial reports and fundraising events

PERUVIAN AMERICAN STUDENT SOCIETY, University of Florida

August 2013 – Present

- **President** – Represent the Peruvian student body on campus

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS, South Florida Chapter

August 2012 – Present

NATIONAL BROADCASTING SOCIETY, University of Florida

August 2012 – Present

PRESIDENT’S VOLUNTEER SERVICE AWARD, Miami Dade College

July 2012

STUDENT GOVERNMENT ASSOCIATION, Miami Dade College

August 2010 – June 2011

- **Senator** – Approve formal resolutions necessary to promote general welfare of the student body.

“CAFÉ CULTURA” MAGAZINE, Miami Dade College

August 2010 – December 2011

- Writing stories for the magazine. Promoting and presenting contents at campus events.

SKILLS

Computer:

InDesign, Adobe Premiere Pro, News Cutter – Avid, iNews, Interplay Central, MCP (Media Content Platform), WCM (Web Content Management), Final Cut Pro, Soundslides, Audacity, Flash Media, Linux, Image Now, Pro Sam, Main Frame, Adobe Audition CS6, Word Press.

Languages:

Bilingual in Spanish.