

# CARLA VIANNA

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## RELEVANT EXPERIENCE

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### **News Intern, Gainesville Sun, Gainesville, FL**

Jan. 2014-Present

- 20 hours a week in the newsroom reporting on deadline
- Business reporting
- Work closely with all metro editors
- Experience with breaking news

### **Correspondent, Gainesville Sun, Gainesville, FL**

Sept. 2013-Dec. 2013

- Paid freelancer reporting within the business beat for the city newspaper
- Wrote weekly articles assigned by the business editor

### **Social Media Intern, University of Florida, Gainesville, FL**

Aug. 2013-Dec. 2013

- Managed content for UF's social media accounts: Facebook, Twitter, Instagram, Vine, YouTube
- Photographed events for the UF Facebook page: UF Homecoming, Fall 2013 Commencement

### **Editorial Intern, Gainesville Today magazine, Gainesville, FL**

Jan. 2013-Aug. 2013

- Wrote one to two 1500- to 2500-word feature stories for each issue
- Worked on deadline each month
- Pitched creative story ideas

### **Freelance Writer, The Independent Florida Alligator, Gainesville, FL**

Jan. 2013-April 2013

- Largest student-run newspaper in the U.S.
- Pitched story ideas to the metro editor
- Took assigned stories and wrote them by a 5 p.m. deadline

## EDUCATION

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### **University of Florida, 2011-May 2015**

- 3.7 GPA
- Degree expected: B. S. in journalism
- Major coursework: Reporting (B), Visual Journalism (A), Multimedia Writing

(A), Photojournalism (A), Magazine Feature Writing (A)

- Outside concentration in psychology

## SKILLS

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- Fluent in Portuguese
- Intermediate Spanish
- Detail oriented
- Experience with deadline
- Writing skills are honed daily
- Intermediate level photography
- iMovie, Final Cut Pro, Audacity, Soundslides
- Photoshop, Adobe Illustrator
- Social media (Instagram, Facebook, Twitter, WordPress, Tumblr, LinkedIn)
- HTML, CSS, Brackets & GitHub

## REFERENCES

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**Anthony Clark**, Business Editor  
Gainesville Sun  
352-338-3171 - Anthony.Clark@gainesville.com

**Bruce Floyd**, Social Media Specialist  
University of Florida  
352-846-3903 - Bfloyd@ufl.edu

**Sasha Fields**, Former Editor  
Gainesville Today  
941-228-5853 - Sasha\_fields@asolorep.org