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# Sofia Herrero

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## Professional Overview

Focused writer successful in developing feature articles and broadcast scripts. Strong technical command of the English language and familiarity with a wide range of writing styles. Expert in social media and communications, both inside and outside of the newsroom.

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## Education

2015 **University of Florida** - Gainesville, FL, USA  
Bachelor of Science: Telecommunication  
BS in Telecommunication with a concentration in Political Science

2012 **Miami Dade College - North** - Opa Locka, FL, USA  
Associate of Arts: General Studies  
Completed an AA with Honors while also enrolled in high school.

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## Professional Experience

06/2014 - **Influence Communications** - Miami, FL  
Current **Public Relations/Community Outreach Intern**  
Cultivated positive relationships with the community through public relations campaigns.

08/2014 - **Projects for Haiti, Inc.** - Gainesville, FL  
01/2015 **Networking Intern**  
Developed the communications of an intimate nonprofit organization with the use of social media platforms. Facilitated several projects, including the first major conference of its kind in North-Central Florida: Gainesville Connected.

01/2013 - **WUFT News** - Gainesville, FL  
12/2014 **Reporter**  
Presented local news through both radio (89.1, Florida's WUFT-FM) and television (WUFT, "First at Five") mediums.

05/2014 - **WPLG, Local Ten News** - Pembroke Park, FL  
08/2014 **News Intern**  
Facilitated the production of news shows, including writing and editing. Administered different social media platforms. Applied different techniques using Adobe Premiere. Published several articles to the web.

05/2013 - **David D. Pena, DMD** - Miramar, FL  
08/2013 **Administrative Assistant**  
Managed daily office operations, updated the electronic organizational system, and created a website for the practice.

06/2009 - **University of Miami Young Musicians Camp** - Coral Gables, FL  
08/2010 **Counselor**  
Supervised performers ages nine to 13; instructed young campers in music theory and stringed instruments.

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## Memberships and Affiliations

UF National Broadcasting Society, WUFT News, Hispanic Student Association, MentorUF, CRU at UF and Destino (religious organization)

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## Skills

- Editing Software: Final Cut Pro, Adobe Premiere
- Copy writing: press releases, editorial (web, TV, radio)
- Microsoft Office
- Conversational Spanish
- Social Media

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## Community Service

"After School Gators" MentorUF (Center for Leadership and Service), 2013-Present; WUFT News, 2012-2014 University of Miami Young Musicians Camp, 2010-2011