

JESSICA PEREDA



Professional Experience

Multimedia Reporter, Scripps Howard Foundtion Wire
Wasington, DC, August-December 2015

- Pitches and reports daily stories for publication
- Covers political stories at the Capital and The White House
- Pitches, researches, and interviews for long-form national stories
- Creates photography, videos and data visualizations for online distribution and social media

Contributing Writer, WUFT

Gainesville, FL, May-August 2015

- Pitched and reported on daily and breaking news stories for online publication
- Reported on enterprise and feature stories
- Edited various stories for publication
- Used Twitter, Facebook, and Instagram for news stories

News Clerk, New York Times Editing Center

Gainesville, FL, 2013-2014

- Moved more than 200 news stories through the editing process
- Organized and decided what stories fit best on daily budget
- Exposed to large newspaper company and interacted with various editors and clients

Advertising Intern, Liquid Creative Studio

Gainesville, FL, Agust-December 2014

- Assisted with various marketing campaigns
- Wrote social media and blog content for numerous clients
- Worked with a group to collaborate and create content
- Participated in client and creative marketing meetings

Communications Intern, UF Health communications

Gainesville, FL, May-August 2014

- Reported and wrote article for news letter distributed to 12,000 employees
- Brainstormed and created marketing content for online publication
- Assisted, created content, and helped with various small project within several market-ing projects

Achievements

Global Student Leadership Conference Fellow

London, UK, April 2015

- Organized and wrote a detailed presentation on Hispanic diversity in the global work force
- Started a blog on how to intergate hispanic culture in London for circulation in the Foundation for International Education Study Abroad Program

Miami Herald Scholarship

Awarded the Miami Herald Sholarship for excellence in journalism

References

Nicole Neal, Editor, New York Times Editing Center

nicole.neal@nytimes.com, 352.338.3124

Jody Beck, Editor, Scripps Howard Foundation Wire

jody.beck@scripps.com, 202.408.2748

Education

2013 Associates of Arts

University of Central Florida

2016 Bachelors of Arts

University of Florida

Skills

Software: Photoshop, Indesign Illustrator, Premiere, Wordpress, HTML, CSS, Tableau, TimelineJS,

Languages: Spanish, French

Equipment: Canon still/video DSLRs, Zoom H2 recorder, Lavalier microphones

Social Media: Facebook, Instagram, Twitter, LinkdIn, Pinterest, Youtube

Travel

England, Ireland, Scotland, Wales, France, Italy, Chez Republic, Greece, Spain, Guatemala

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Portfolio

jessicapereda.com

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