

SOFIA M. FLEITES

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EXPERIENCE

Marketing & Communications Intern

International Women's Forum | September 2022-Present

- Create the social media accounts for the organization, as well as train its employees on how to effectively use such platforms to enhance the mission of their organization
- Schedule, write, and post content for various social media platforms
- Film and edit video of events for the organization

Executive Producer

UMTV UniMiami | January 2022- Present

- Oversaw segment development and day-of-show responsibilities for biweekly 30-minute pre-taped Spanish news show
- Created rundowns using ENPS
- Copy-edited scripts
- Edited VO's and final show on Adobe Premiere Pro

Rotation DJ

WVUM | August 2020-May 2022

- Plan and create two-hour long rotation shows every week
- Discover new artists and upload music to the WVUM library
- Research and Interview new and upcoming Miami artists

On-Air Talent

Streann Media | June 2021- June 2022

- Report the latest in local and global news in technology weekly
- Write headlines and translate the English headlines to Spanish
- Take part/film promotional content for the companies' latest products and developments

Spanish News Anchor

UMTV UniMiami | January 2021-December 2021

- Anchor 30-minute Spanish newscast
- Research stories and write copy for newscast in ENPS
- Create news packages using Sony Z150, Canon EOS 5D Mark IV. Edit on Premiere Pro
- Turn package into digital news stories
- Front and tag packages live in-studio or on location

Segment Host

UMTV Pulse | August 2020-May 2021

- Report and cover various topics and issues relevant to Pop culture and the music industry
- Upload video/graphic elements to the Grass Valley Summit Server which are later incorporated into my segment
- Prepare a monthly playlist so that my audience can listen and play

SKILLS

- Adobe Premiere Pro
- Final Cut Pro X
- AP ENPS
- AP Style
- InDesign
- Photoshop
- Canon SD Mark IV Camera
- Sony PXW-Z150 Camera
- Grass Valley Cameras
- Grass Valley Summit Server
- Producing
- Interviewing
- Editing
- Reporting
- Writing for Print and Broadcast

EDUCATION

University of Miami

- B.S.C Broadcast Journalism Fall 2022
- B.A. English Fall 2022
- Minor in Marketing
- GPA: 3.7

HONORS/AWARDS

- Robert Crowley Groves Award for Outstanding Achievement in Producing
- Dean's List
- Provost's honor roll
- National Broadcast Society

LANGUAGES

- English (Native)
- Spanish (Fluent)

the music I reported on that month.