

ALEXANDRA LEON

452 Park Place, Apt. 4F
Brooklyn, NY 11238
305.458.0507
alexandrleon5@gmail.com

EXPERIENCE

NBC Universal, Miami, FL and New York, NY

Digital content producer, April 2013 – present

- Write breaking and local news stories on tight deadlines
- Rewrite TV scripts for web, complying with AP Style rules
- Copy edit stories for style and accuracy
- Write compelling headlines for homepage and story level
- Curate links and multimedia across digital platforms
- Work with legal team to edit and publish investigative reports
- Communicate online trends with TV producers and pitch ideas
- Ethically gather user generated content for TV and web
- Distribute content and generate story ideas using social media
- Monitor cross-platform analytics and follow SEO guidelines
- Send breaking push alerts and newsletters
- Create interactive stories using Google spreadsheets
- Develop feature pages for the site using back end CMS tools
- Translate content from Telemundo partner stations

The Miami Herald/El Nuevo Herald, Miami, FL

Online producer/reporter, January 2012 – March 2013

- Curated homepages and wrote headlines in English, Spanish
- Reported breaking news, local government and feature stories
- Managed Facebook, Twitter and Google+ profiles
- Edited photos, video and audio to create multimedia packages
- Coordinated livestreams and sent corresponding news alerts
- Uploaded and posted videos to the YouTube channel
- Analyzed website and social media traffic

The Miami New Times, Miami, FL

Editorial intern, May 2011 - August 2011

- Wrote stories and produced multimedia content for web and print
- Managed Facebook and Twitter profiles using HootSuite
- Copy edited staff stories for print

The Miami Hurricane, Coral Gables, FL

News editor, reporter, copyeditor, August 2008 - December 2011

- Managed content by editing and assigning stories
- Reported stories and produced multimedia for print and web
- Copy edited stories and wrote headlines on tight deadlines

EDUCATION

University of Miami, Coral Gables, FL

Bachelor of Science in Communication

December 2011

Majors in Journalism and English Literature

GPA: 3.87, Magna Cum Laude

SKILLS

Proficient in:

- WordPress
- Microsoft Office
- Adobe Photoshop
- Final Cut Pro
- File sharing systems
- Livestreaming tools
- Mobile app management

Experience with:

- Adobe Illustrator
- HTML/CSS/JQuery
- Google spreadsheets

Analytics programs:

- Chartbeat
- SocialFlow
- Adobe Omniture

Social media:

- Facebook
- Twitter
- Google +
- Instagram
- Pinterest
- Snapchat
- YouTube
- Vine
- Geofeedia
- Banjo

Equipment:

- Canon 7D
- Sigma 17-50mm f/2.8 lens

Languages:

- Fluent in Spanish
- Conversational in French

PROFESSIONAL ORGANIZATIONS

National Association of Hispanic Journalists

NAHJ Southeast Regional Director

August 2013 - December 2014

NAHJ South Florida Secretary/Treasurer

February 2013 - December 2014