

# JOURNEY LISTA

PHOTOJOURNALIST



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## Education

**May 2023**

University of Miami, Coral Gables, FL

**Bachelor of Science in Communication; Major in Journalism**

- Visual and Documentary Track
- GPA & Honors: 4.0, Dean's List, Provost's Honor Roll, Alpha Lambda Delta
- Relevant Coursework: Communication Law and Policy, Intermediate Electronic Media Production, Public Affairs Reporting, Applied Data Analytics for Journalism and Media Management

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## Experience

**WSVN-TV Channel 7, Miami, FL, May 2023 - Present**

News Intern

- Conduct thorough research to support content creation and information gathering for news stories
- Contribute to the producing and editing of scripts for daily stories covered in the morning newscast
- Write investigative reports, including one on successful local businesses which gained recognition in a statewide "Excellence in Journalism" competition

**The Miami Hurricane, University of Miami, Coral Gables, FL, Aug 2022 - Present**

Journalist/Photographer

- Develop 8-10 articles per semester for student-produced newspaper by conducting research and interviews in areas that appeal to the University community
- Capture visual content such as photos and videos to support the newspaper articles
- Redesign newspaper by collaborating with team of student staff to conceptualize and produce new layout and graphics

**Orange Umbrella (OU) Student Consultancy, Coral Gables, FL, Aug 2021 - Aug 2023**

Project Manager, Business Development Department

- Oversaw 10 campaigns and branding projects from inception to completion ensuring final deliverables met the creative needs and standards of clients
- Organized workflow and project timelines with account managers to keep cross-departmental teams accountable for deadlines
- Collaborated on creative briefs, internal reviews, and client progress meetings delivering 10 projects on-time and within the budget allotted
- Met weekly with other OU VPs to determine which client projects fit best with the values and capabilities of the consultancy and team members

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## Activities

UMTV Writer, Ibis Yearbook Editor, Society for Professional Journalists Member, Relay for Life Volunteer, Photography Club Member

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## Skills

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Premiere Pro)
- Conversational in Spanish

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## Certifications & Trainings

- Hootsuite Social Marketing Certification
- AP Stylebook Workshop