

# ANDREA MARTINEZ

## Journalist & Communications Specialist

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Communications Specialist, Journalist, and Copywriter with executive communications experience in the non-profit sector. Also has media experience having reported on breaking news stories across the U.S in T.V and digital for 9+ years. Specialties include writing, a strong editorial judgment, attention to detail, tight deadlines, and translating information in easily understandable language.

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## EDUCATION

University of Southern California Broadcast & Digital Journalism (BA) 2014

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## WORK EXPERIENCE

### Communications Specialist

Jan 2019- Present **OneBlood | Southeast US**

- Monitor daily local, regional and national news coverage on OneBlood, blood banks, and related issues
- Interview Donors, write, edit, produce stories for web publications and social media
- Manage and track earned media and develop monthly earnings reports
- Write, create, and proof press releases for distribution across local and regional media outlets
- Research, write, edit, and, curate content for newsletters, annual reports, targeted emails

### Anchor & News Reporter

March 2021- Present **WPLG | Pembroke Park, FL**

- Research, write, and edit daily stories on tight deadline for newscasts
- Interview subjects and pull compelling and engaging quotes from interviews for story and content creation
- Develop and maintain relationships with local sources, public information officers, and company spokespeople to ensure accurate and timely media coverage
- Read and sort press releases, e-mails, and pitches to pursue powerful and engaging stories
- Translate complex information into easy-to-understand, quotable language for viewers
- Work well under pressure to report news live from breaking news scenes and severe weather conditions

Jan 2020- March 2021 **Telemundo | Doral, FL**

- Anchor 6-minute digital newscast
- Research, pitch, create stories for niche Latinx audience
- Write and proofread all stories daily before content debuted live on digital platform
- Interview story subjects and pull compelling sound for efficient storytelling
- Translate complex data into easy-to-understand infographics for viewers on platform

March 2019- Jan 2020 **NBC 6 | Miramar, FL**

- Report from breaking news scenes for daily newscast
- Find the story of the day; research, pitch, interview subjects
- Write and proofread stories
- Work on tight deadlines and high-stress environments

Jan 2017- Dec 2018 **KENS 5 l San Antonio, TX**

- Storytelling from conception of an idea to final editing and proofing
- Anchor 2-hour Saturday morning show
- Produce and proof final show before air
- Shooting video, editing, interviewing subjects, and creating content for TV and Digital platforms
- Report live from breaking news scenes

Jan 2015- Dec 2017 **CBS 19 l Tyler, TX**

- Anchor & Produce half-hour evening weekend newscast
- Proof all stories before content airs on TV and digital platforms
- Shoot, edit, write, create stories
- Work on tight deadlines and high-stress environments

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## EXPERTISE

Writing, Editing & Proofing, Attention to Detail, Grammar, Deadlines, Interpersonal Skills, Strong Editorial Judgement, Crisis Communications, News, Social Media, Content Creation, Storytelling

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## LANGUAGE

Bilingual, Spanish

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## TECHNICAL SKILLS

Adobe Analytics, Adobe Premiere Pro, Adobe photoshop, Slack, Canva, Microsoft Office Suite: (Word, Excel, Powerpoint) Social Media: Facebook, TikTok, Instagram, Twitter, Youtube, Snapchat, Pinterest, LinkedIn) Google Suite: (Gmail, Drive, Docs, Sheets, Slides) Collaboration Platforms: Workplace, Slack, Microsoft Teams

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## VOLUNTEER

Care for 1-2 year old's at Calvary Chapel Plantation during 11:30 Service every Sunday