
Education

University of South Florida

Tampa, Fla.

College of Arts and Sciences, Communication Doctoral Program (in progress)

Research interest: Intercultural Communication, Critical Media Studies, Latinx Studies

Anticipated graduation date: Spring 2024

Professional development:

- Online Instructor Certification, University of South Florida, Innovative Education, 2022

Craig Newmark Graduate School of Journalism, CUNY

New York, NY

Master of Arts: Broadcast Journalism

Queens College, CUNY

Queens, NY

Bachelor of Fine Arts: Fine Arts & Theater Dance

Teaching Experience

University of South Florida

Aug. 2022- Present

Adjunct Instructor, Communication Department, College of Arts and Sciences

- SPC 2608: Public Speaking (Online)
- Independent course instructor under the supervision of Dr. Aubrey Huber
- Lead weekly course learnings, facilitate assignments, assist students with speech presentations, and grade assignments

University of Tampa

Aug. 2014- Dec. 2015

Adjunct Professor, Communications Department

- Taught Digital Arts for Professional Communication and Visual Literacy courses to undergraduate communication majors. Assignments included portfolio, branding, multi-media storytelling, and communication theories related to rhetoric and semiotics.

International Center of Photography (ICP)

Oct. 2002- Aug. 2012 | New York, NY

Faculty and Digital Media Associate

- Taught continuing education courses, worked with community outreach programs, and supported full-time students as part of the ICP's education staff and faculty. ICP is an internationally recognized organization that promotes humanistic photography and storytelling.
- Instructor for Digital Photography I & II and Video Interview Techniques, assignments included first portfolio, camera and lighting methods, multi-media storytelling, and photo theories related to rhetoric, representation, and semiotics.
- Provided one-on-one tutoring for full-time students in scanning, printing, and portfolio presentation.
- Installed, maintained, and upgraded photographic digital workstations for classrooms.

Professional Experience

University of South Florida (USF)

Oct 2016 - Present | Tampa, Fla.

Multimedia News Manager

- Advances USF's brand, mission, and goals through coordinated communications to include executive and internal communications, media relations, web content, and social media.
- Produces time-sensitive multimedia content and news releases to share with mainstream media outlets.
- Develops and drives strategic communication initiatives to elevate the fast-growing national reputation – targeting talented faculty, students, peer institutions, and community partners across.
- Develops and ensures adherence to clear communications metrics and goals, aligned to the university's mission using multi-media storytelling.
- Provides messaging support across the organization for the Office of the President, including COVID-19 communications, university system consolidation campaign, and internal culture messaging.
- Provides communications counsel to key communication partners and collaboratively develops strategies to advance the university's mission.
- Develops new communication tools and trains university partners on new media platforms to engage larger audiences, such as podcasts, social media, and conference presentations.
- Fully produces written and video narratives to promote research, community partnerships, and institutional initiatives.
- Mediates university projects with outside producers to ensure consistent use of the university's brand.
- Founding member of the university's only dedicated news team, which focuses on strategic storytelling.
- Fully develops and maintains digital workflows leading to the university's first digital asset management system.
- Established the university's first team of multi-media journalists.

USF Health Communications Department

Mar 2015 - Oct 2016 | Tampa, Fla.

Multimedia Journalist

- Developed content strategy to build audiences around executive strategic initiatives.
- Researched and wrote news articles about a wide range of health disciplines that demonstrated USF Health's strategic goals as a leading academic medical institution.
- Planned, shot, and edited videos for the academic and clinical practice plan website and institutional social media channels.
- Identified opportunities to promote the institution's academic excellence, interdisciplinary research, and medical practitioners to audiences.
- Developed brand assets and established guidelines for other health college communicators.
- Built relationships and consulted with clients during pre-and postproduction.

Reading the Pictures

Mar 2010 – Mar 2018 | Remote work

Multi-media Producer

- Produced short audio slideshows with photojournalists. My work won a Picture of the Year International (POYi) Award of Excellence in the Multimedia Issues Reporting category in 2011. The audio slideshow, *Mike Kamber: Military Censorship of the Iraq War*, has been viewed widely and included in many exhibitions on the history of the war.
- Fully produced live online discussions dedicated to understanding how current events and social issues are framed by visual media.
- Promoted webinars through all digital platforms, including main web pages and social media.
- Trained and supported presenters using remote technologies to ensure successful webinars.
- Researched and implemented digital platforms and workflows for live broadcasts
- Edited short highlights clips of the live webinars to share with partners and on social media

Circolombia

Jun. 2010- Sept. 2015 | Remote work and international travel

New Media and Communications

- Played multiple key roles with the company as we sold the concert, built a touring schedule, traveled to various international cities, and returned to dispersed home locations.
- Media Relations: Internationally represented the company and artists in all media-related communications.
- Photographer/ Videographer of performances, including backstage and first looks to share with media.
- Design: Webmaster and designer for the company and tour websites.
- Digital Promotion: Created and maintained social media accounts.
- Administrative: Wrote and circulated annual company reports; Assisted with artist travel, payroll, and health care.
- Production Manager: Supervised all logistics related to freight, international travel, stage rehearsals, schedules, costumes, and merchandise sales.

Radio Jackie News

Nov. 2011- May 2012 | London, U.K

News Reporter

- Produced three-minute news bulletins and pre-recorded audio for news segments in a commercial radio station.
- Wrote and edited stories for the top-of-the-hour news broadcasts to include local, national and international stories.
- Field producer for morning feature segments

The New York Times

Jan. 2009- Dec. 2009 | New York, NY

Video Journalist

- Completed a year-long fellowship with the online video department.
- Assisted in all aspects of video production: camera, research, writing, and editing.
- Used ENPS to produce stories, structure, and identify videos needed for news stories.
- Produced segments for “Video Vows” segments featured in the Sunday Style section.
- Wrote multimedia blog posts about prominent photojournalists for the “LENS Blog” section.

Freelance

2004- 2014 | Travel

Multimedia Storyteller

- Photographer: Reportage, spot news, events, editorial, and portraits
- Documentary: Producer of short documentary videos
- Blogger: Writer, producer, and editor for various clients
- Field Assistant/ Videographer/ Translator: National Geographic magazine, Western Sahara, 2006
- Workshop Instructor: Indigenous Media Project, Colombia, 2005-2007

Skills and software

Proficient in all aspects of content production, including research, reporting, writing, editing, photography, video production (analog and digital), and social media; Adobe’s Creative Suite (Premiere, Adobe After Effects, Photoshop, Illustrator, Lightroom); Knowledgeable in Web-specific technology (i.e., live stream, social media, digital media), Experienced in several content management systems; FAA-UAS Certified, PADI Open Water Certified

Awards and honors

- Pictures of the Year International: Multimedia Issue Reporting Story, 2011
- Project Report, Pulitzer Center on Crisis Reporting: Short video, 2008
- National Association of Hispanic Journalists: Broadcaster, 2008
- National Public Radio: Featured Photojournalist, 2008

Service work

- Peer mentor for incoming graduate students, 2021-present
- Peer reviewer, National Communication Association, Visual Communication Division, conference presentation paper, 2022
- Acted as social media coordinator, Graduate Communication Association (GCA), University of South Florida (USF), 2021-present
- Served on the executive board for constitutional amendments, GCA, USF, 2022
- Member, Graduate Student Council (GSC), Craig Newmark Graduate School of Journalism, 2009-2010

Exhibits and presentations

De tu Papá - Spurlock Museum, University of Illinois at Urbana-Champaign, August-December 2022,
¡Tus Quinces!

Internally Displaced Mother – Holguín, Cuba, 2012 – Group Show

Family Reunion – Traveling Exhibit, 2012 – Group Show

Prolonged Refuge - Chelsea Art Auction, NYC - Group Show

Street Photography – Frontline Club, London 2010 - Group Show

From Home – Mexico City, 2008 – Group Show

Day Laborers – NYU, 2006 – Solo Exhibit - Photography

Queens International Queens Museum of Art, NYC 2006 – Group Show

Il Sounni della Vitta – Castiglioni de Asti, Italy 2005 – Group Show

Self Portraits – ICP Education Gallery, NYC 2004 – Staff Show

Urban Skin – International Center of Photography, NYC 2004 – Group Show

Everyday & Underground Beats – Local Project, NYC 2003 – Group Show

The Beach – Photo District Gallery, 2003

Underground Beats Positive Focus/ Galapagos, NYC 2003 – Group Show

The City I See – Queens, NYC 2003 – Solo Show

Around the Way – Lickwed Bar and Lounge, NYC 2003 – Group Show

Torn Up Building & From My Window – Queens College Student Gallery, 2000- Senior Show

City Blues – GenArt, NYC 1998 - Group Show