

DIANA QUINTERO

BILINGUAL PRODUCER & MULTIMEDIA JOURNALIST · PHOENIX, AZ 85004
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EDUCATION

Arizona State University, Phoenix, AZ **May 2023**

Walter Cronkite School of Journalism and Mass Communication
Master of Mass Communication

Arizona State University, Phoenix, AZ **May 2022**

Walter Cronkite School of Journalism and Mass Communication
Journalism and Mass Communication Major, Business Minor
Bachelor of Arts, Summa Cum Laude

PROFESSIONAL EXPERIENCE

Digital Audience Lab, Digital Marketing Specialist, Phoenix, AZ **01/22 to present**

- ❖ Worked with 10 clients across the country for their marketing needs and audience engagement.
- ❖ Ran social media, Google Search and Display Ads campaigns to increase followers and metrics with a monthly budget.
- ❖ Created graphics, images, videos, and social media content for marketing purposes.

Arizona PBS, Cronkite News Anchor, Producer & Broadcast Reporter **08/21 to present**

- ❖ Anchor and produce the show for an audience reaching one million viewers.
- ❖ Produce packages and VOSOTs in a general beat with a focus on sustainability and breaking news (conduct interviews, write scripts, take video, edit video, manage social media).

TEGNA (12 News KPNX), Associate Producer/Intern, Phoenix, AZ **05/22 to 08/22**

- ❖ Helped produce the 5pm show on a daily basis by writing scripts, editing video and creating graphics.
- ❖ Produced and reported news packages on the field by conducting interviews and editing video.
- ❖ Pitched stories at the morning editorial meeting, and helped plan the producer rundown.

Planet Forward Correspondent, Remote **08/21 to 08/22**

- ❖ Produce in-depth sustainability solutions stories in any media form (mostly focused on broadcast).
- ❖ Attend forums hosted by founder, Frank Sesno, to learn from successful journalists.

ASU, Dean's Office Administrative Aide/Receptionist, Phoenix, AZ **08/20 to 01/22**

- ❖ Scheduled and managed meetings for executive level administrators, approved and processed professional development funds for the entire college, finalized onboarding for new hires.

Arizona PBS, Arizona Horizon Student Producer/Intern, Phoenix, AZ **05/21 to 08/21**

- ❖ Produced the daily show through the ENPS software for an audience reaching one million viewers (wrote the script, created graphics such as lower thirds and over the shoulders).
- ❖ Edited headline video for the top stories of the day (VOs and SOTs).
- ❖ Produced packages, and field reported (conducted interviews, directed videographer, wrote scripts, edited video).

SKILLS

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| ❖ Bilingual (Completely fluent in Spanish & English) | ❖ ENPS & production | ❖ Facebook Business Manager |
| ❖ Adobe Creative Cloud | ❖ Canon XF705, Sony NX | ❖ Google Display, Search, Metrics, & Video Certified |
| ❖ Final Cut Pro & EDIUS | ❖ DSLRs | ❖ Coding (HTML & CSS) |

RECOGNITION & AWARDS

- ❖ Planet Forward Best Scalable Innovation story finalist (2022).
- ❖ Cronkite Nation Scholarship Recipient (2021).
- ❖ Undergraduate Student of the Year. ASU CHS Annual Staff and Faculty Awards (2020).