

ISABEL FLORES

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EDUCATION

Florida State University (FSU), Tallahassee, FL August 2019 – May 2022

Bachelor of Arts, Double Major in Psychology and Media Communications with Magna Cum Laude

Syracuse University, Syracuse, NY July 2022 - July 2023

Master's Degree in Broadcasting and Digital Journalism

PROFESSIONAL COMMUNICATIONS EXPERIENCE

Digital Content Producer for Channel 7 News (ABC Affiliate), Buffalo, NY, August 2023-Present

- Create content for several different mediums including on-air, streaming and social media for the station's mission to further develop a variety of platforms including those in Spanish
- Research to get stories that captivate the audience and push the mission of discovering and presenting the many "voices" of western New York as an MMJ and Digital Producer
- Utilize writing skills for articles, scripts and posts that help to further outline stories

Syracuse University WAER Radio Station Reporter, Syracuse, NY, August 2022- June 2023

- Report on local stories and how they affect the residents of Syracuse and surroundings
- Meet with supervisors to brainstorm new stories and who to contact
- Was also hired to voice promotional spots for the station after completing first radio wrap

Capstone Internship, Washington, D.C., July 2023-August 2023

- Reported as a Washington, DC Correspondent for KSN-TV in Wichita, KS
- Learned about two different cities as once to come up with story ideas to report on weekly in both English and Spanish
- Learned more about different topics like farming and aerospace technology to become more knowledgeable about different aspects of Wichita while networking with organizations in DC

Citrus TV Noticias, Syracuse, NY, January 2023-May 2023

- Anchored and worked as a production assistant for Syracuse University's only Spanish newscast
- Wrote scripts to help with planning out the rundown for the show each Saturday
- Helped everyone get in their places as the show started and worked the cameras as well

Syracuse.com intern, Syracuse, NY, August 2022-December 2022

- Discussed ideas as a group in class regarding story ideas we could work on for the site

- Wrote and published several articles regarding issues like local politics and shortages in supplies due to the pandemic

Mornings on the Hill Anchor/Reporter

- Member of Syracuse University's Weekly Morning segment that highlights important central New York stories
- Produced packages, VOSOTs, Graphics and helped others do so to keep newscasts running

FSU Office of Communications Social Media Intern, Tallahassee, FL, August 2021- April 2022

- Assisted in managing FSU's main social media account to demonstrate the campus's lively atmosphere
- Edited photos and videos to be posted on social media accounts to keep students updated on FSU news

89.7 WVFS Radio Station News Anchor, Florida State University, January 2020 - March 2020

- Researched on current events and created scripts to read aloud on the radio's morning segments
- Reported on international, national and local news to keep listeners updated on recent events

SKILLS

Spanish Speaker (*fluent*)

French Speaker (*moderate*)

Social Media Producing

- Shoot, edit and create reels for Facebook, Instagram, TikTok
- Knows about how to keep track of what content does well on certain mediums

Camera Work and Editing

- Most experienced with Canon XF705 Camera
- Utilize Premier Pro and FinalCut Pro for editing video, Adobe Audition for Audio and Photoshop and Canva for photos
- Have also shot packages and stories on iPhone devices using phone lavaliers and lights

OTHER HONORS AND ACHIEVEMENTS

Charnice Milton Award for Excellence in Community Journalism, Awarded May 2023

FSU Lambda Pi Eta Official Communication Studies Honor Society, September 2021- April 2022