

Alba Romero

Contact

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Education

University of Houston, 2022
Communications, Journalism, B.A
Technology Entrepreneurship Minor

Certification

Hootsuite Platform Certification

Skills

Bilingual - English, Spanish
Photography - Portrait, Commercial
Writing - AP Style, News Writing, Feature Writing, Research
Marketing - Hootsuite, MailChimp, Canva, Facebook Business, Google Business, Thumbtack Pro
Website - WordPress, Wix
Videography experience, EDIUS

Adobe Photoshop

Adobe Premiere Pro

Adobe InDesign

Awards

- Story Package won second place for “Best Storytelling/Reporting Project” in the Experience Valenti Showcase; video was featured in, board certified, Lawyer’s YouTube account
- Wrote a story after meeting with Latino community members; La Prensa de Houston published my story in print and online
- Awarded Student of the Month, “Certificate of Recognition” by Houston Community College for video production

Broadcasting Experience

KPRC 2 | News Intern, 2022

- Executed stories in high-stress environment by performing stand-ups, voice-overs, writing packages, and editing video
- Worked closely with producers and reporters to produce daily scripts for newscast using iNEWS

KPRC 2 | Digital Intern, 2021

- Wrote and published more than 20 news articles for click2houston website using AP style format
- Organized Houston Life TV’s YouTube playlists and wrote their descriptions for better optimization

HCC-TV | Production Assistant Intern, 2018

- Assigned studio camera, teleprompter and character generator for television shows
- Produced and edited my own story using Canon C100 Mark II, Lowel Pro-lights and Lavalier Mics

Entrepreneurial Experience

Alba Romero Photography | 2019 - present

- Shot and edited pictures for more than 90 families, weddings, and portrait sessions in Houston and surrounding cities
- Designed Ads with Canva and Photoshop; increased digital presence and continuously marketed myself using social media
- Awarded Top Pro badge by Thumbtack in 2019

Newspaper BuenaSuerte.com | Advertising Specialist, 2017

- Produced weekly print and web advertising campaigns for the highest distributed Hispanic newspaper in Houston
- Generated 44 new clients within my first two months using cold-calling
- Started using Facebook groups to help clients generate leads, later implemented by the entire sales team

Creative Mindset

Provine School Pictures | Photographer, 2017

- Shot 100 plus portraits hourly; traveled long distance to arrange backdrops and lighting equipment for company

Directory One | Project Manager

- Updated WordPress websites, social media, and blogs for nine corporate companies
- Created the entire content for the launch of a mobile friendly website <https://www.houstonvideoediting.com/>