

Contact

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Address

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Website

<https://www.romeroalba.com>

Education

Journalism, B.A.

University of Houston

Minor in Technology

Entrepreneurship

Certification

Hootsuite Platform

Certification

Skills

Bilingual:

- English, Spanish

Photography:

- Portrait, Commercial, Editorial, Video

AP Writing:

- News, Feature, Print, Digital, and Script for Broadcasting

Marketing:

- Hootsuite, Mailchimp

Social Media:

- Facebook, Instagram, Twitter, LinkedIn, Google Business

Website:

- WordPress, Wix

Adobe:

- Photoshop, Bridge, Premiere Pro, InDesign

Programs:

- EDIUS, iNEWS, Canva

Awards

- Second Place for Best Storytelling/Reporting Project
- Certificate of Recognition: Awarded Student of the Month by HCC for video production

Alba Romero

Multimedia Journalist

Digital & Print

2022 - Present

Local Reporter | La Prensa de Houston

- Writes and edits compelling local breaking news in Spanish for high-traffic website
- Successfully schedules and conducts interviews with community leaders and local residents
- Meets weekly writing deadlines in fast-paced environment for newspaper page "Locales"
- Built and executed social media calendar, increasing Instagram account reach from 9K to 30K
- Creates and schedules weekly newsletter campaigns for more than 200 subscribers
- Performs timely WordPress widget updates for display on website's home page
- Produces engaging script and edits video using Adobe Premiere Pro

2021

Digital Intern | KPRC 2

- 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

Broadcasting

2022

News Intern | KPRC 2

- 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 newscasts using iNEWS

2018

Production Assistant | HCC-TV

- Assigned studio camera, teleprompter and character generator for television shows
- Produced and edited my own story using Canon C 100 Mark II, Lowel Pro-lights, and Lavalier Mics

Freelance Experience

2019 - 2022

Photographer | theARGallery.com

- Created a WordPress e-commerce website within three months
- Arranged backdrops, lighting equipment and collaborated with a photo studio
- Designed ads, learned to advertise using Facebook and Instagram for Business, Google Business, Thumbtack Pro, print ads, and newsletters
- Photographed more than 170 families, weddings, and portrait sessions
- Awarded Top Pro badge by Thumbtack in 2019

2016

Photographer | Provine School Pictures

- Coordinated 100 plus portraits hourly of students of all ages within a deadline
- Traveled long distance with company's high cost lighting equipment to arrange photo background