



Natalie Venegas

Professional Summary

Productive and strongly motivated multimedia journalist and content writer with years of experience pitching, reporting, editing and writing for publication. An understanding of working in a professional environment with tight deadlines. Successful at creating social media and website content with SEO and audience engagement in mind. Prior experience leaves room for improvement, development and an eagerness to learn.

Work History

Adweek - Breaking News Reporter

New York, NY

10/2021 - 01/2023

- Pitched, reported and wrote daily news stories covering creative ad campaigns and ad agencies with a focus on diversity, equity and inclusion.
- Monitored and wrote breaking news stories within a tight time frame.
- Pitch, reported and wrote longer form, deep dive stories for print.
- Interviewed and reported on site at events such as the Tribeca Film Festival and New York Fashion Week.
- Curated and led editorial coverage for Hispanic Heritage Month by conceptualizing, pitching and assigning stories to other reporters.
- Provided industry insight into advertising efforts, ethics, trends and issues as a guest on Adweek's podcast.

Al Dia News - News Reporter

Philadelphia, PA

06/2021 - 09/2021

- Pitched, reported and wrote 2 stories daily for online publication.
- Covered Latinx and marginalized communities with a focus on culture and local issues.
- Crafted well-written news stories based on facts and edited content.
- Edited stories for weekly print edition.
- Wrote an in-depth cover story for the print edition.

Voces Oral History Center - Social Media Manager and Content Producer

Austin, TX

✉ natalieven24@gmail.com

☎ (915) 276-5354

📍 New York, NY 10025

Links

- <https://nataliescoffeeology.weebly.com>

Skills and Work Ethic

- Excellent written & verbal communication abilities
- Highly organized and strong analytical abilities
- Experienced in content management and web development
- Capable and confident in interviewing sources
- Able to use advanced computer programming such as Adobe Photoshop, Adobe InDesign and Adobe Premiere Pro
- Hands-on problem solver with attention to detail
- Friendly personality with professional ethics
- Capable of multitasking and working under tight deadlines
- Experience with WordPress and social media analytics
- Familiar with the use of AP style
- Familiar with HTML and Drupal
- Experience in SEO content creation
- Comfortable with making cold calls
- Experienced with Microsoft Word and Excel

05/2019 - 05/2021

- Created social media postings across all platforms and managed daily activities on company's social media sites to improve overall online presence.
- Edited and published over 20 stories and videos to be put onto official Voces website
- Improved website functionality by redesigning, updating and editing using HTML and Drupal
- Conducted interviews as well as set up back drops, cameras and light equipment

Austin Monthly Magazine - Editorial Writing Intern

09/2019 - 01/2020

- Pitched, researched, written and edited two pieces per week for online publication
- Participated in events hosted by the publication and helped out in organizing materials, directing people to donate as well as take payments for donations. I also organized the list of people attending the event.
- Covered events and created social media content as well as conducting interviews
- Performed research and fact checked to maintain a high standard of journalistic integrity for the print version of the publication

Bloomberg-Berkeley Business Journalism Diversity Fellowship Program - Fellowship Program Participant

06/2019 - 06/2019

- Completed Bloomberg Terminal Training and learned to write headlines and news briefs for Bloomberg News. As well as collaborated with journalists from Bloomberg News.

KUT 90.5 Austin's NPR Station - Student Assistant-Membership

01/2018 - 08/2019

- Assisted with any clerical need by efficiently handling telephone calls, record management needs and correspondence
- Performed several tasks such as entering financial data in Allegiance database, organizing membership files, sending out emails and managing accounts of radio station members

Daily Texan, University Of Texas At Austin - General and Senior Reporter

12/2018 - 08/2019

- Pitched, reported and wrote over 25 stories as part of the news department at the Daily Texan. With stories focused on science/technology and the UT Austin community.

Education

05/2020

University of Texas At Austin

Austin, TX

Bachelor's: Journalism

Certifications

Bloomberg Terminal training