

# TALIA J. MEDINA

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## EXPERIENCE

### CBS NEWS

• **Operations Producer, America in Black** • Remote Feb. 2023 - present

- Handled operational needs for all shoots, booking crews, arranging travel, getting location permits, securing lodging and food, while juggling a host of other tasks for the monthly newsmagazine show airing on BET
- **Manager of Logistics, Special Events** • New York, NY/Remote Oct. 2019 - Nov. 2023
- Provided organizational structure to production management on CBS shows like 60 Minutes, 48 Hours, The CBS Evening News, and CBS Mornings, amid breaking news and scheduled events
- Self-taught Excel to track data on office production, providing previously unavailable metrics and comprehensive insights

- Produced editorial content for an award-winning documentary
- Set up large-scale remotes, meticulously managing details like seating charts, credentials, multi-hotel room blocks, craft services, couriers and troubleshooting on-site

• **Coordinator, Office of Professional Development**

March 2019 - Oct. 2019

- Juggled new responsibilities while maintaining top-level service to the Executive Vice President of News, handling matters with discretion, constant scheduling changes and travel arrangements between time zones
- Successfully oversaw multiple large-scale, multi-city events, managing registrations, exhibitor requirements, room reservations, and logistics; collaborating with set design to optimize design and branding
- Took charge of the Employee Council, leading community initiatives like book swaps and "Eye on the Future," and started a movement to make single-stall bathrooms gender-neutral, which became a building policy across legacy CBS buildings worldwide

• **Executive Assistant, Vice President of News**

Jan. 2018 - Feb. 2019

- Regulated the network's editorial calendar and conference room schedule alongside the Vice President's ever-changing day-to-day schedule, screening calls, arranging travel, filing expenses, building decks, etc.
- Produced 13 live 75-min segments, building a rundown, editing clips, coordinating graphics and working across divisions for internal distribution each month

• **News Associate**

Jan. 2018

- Fact-checked and copy-edited the graphics on the "CBS Mornings" overnight shift

**THE SUN-SENTINEL • Digital Reporter** • Fort Lauderdale, Fla.

Sept. 2015 - Nov. 2017

- Rehired after interning summer 2014, working in the features department and the Spanish paper, El Sentinel
- Spearheaded, produced, and anchored a weekly Facebook Live show, increasing digital traffic and revenue while diversifying audience and achieving company's goal to expand video content
- Doubled Instagram's follower-count within six months of management
- Averaged five content items a week, including stories, photo galleries and videos.

**THE MEDIA LINE • Intern** • Jerusalem, Israel

Feb. 2015 - July 2015

- Pitched and published articles focusing on Middle Eastern culture
- Served as a production assistant for video projects around Israel

## EDUCATION

### UNIVERSITY OF FLORIDA • 2014

Bachelor of Science in Broadcast Journalism

- minors: Spanish and theatre
- study abroad: Buenos Aires, Argentina; Sydney, Australia

### ON-GOING TRAINING

Harvard Business Publishing: Digital Literacy Program; LinkedIn Learning certificate: Excel Essential Training; online courses: Essentials of Management, Neuroscience of Better Hiring, Productivity and Prioritization; Marki Costello's Become a Host Bootcamp

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2021 Poynter's Leadership Academy for Women in Media; New York Press Club Award - Excellence in Journalism in Feature Reporting Science, Medicine and Technology, Internet; Al Neuharth Award - Investigative Journalism

2018-2021 CBS News Employee Council

2018-2021 CBS Women's Networking Group

2018-2019 Executive Board, National Association of Hispanic Journalists New York Chapter

2018 Speaker (Jerusalem, Israel) - The Growing Impact of Women on Press and Policy

2016-2017 Lilian Kopenhaver Center for the Advancement of Women in Communication's Leadership Fellows Program

2016 The Society for Features Journalism - Excellence in Features Writing, Integrated Storytelling