

Daniela S. Vega

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EDUCATION: Rutgers University - New Brunswick, New Jersey

Master of Arts in Communication in Media

Bachelor of Arts In Journalism & Media Studies / Minor in Digital Communication Information Media

CERTIFICATION:

Artificial Intelligence in Marketing: University of Virginia Darden School of Business (Coursera, 2024)

SKILLS:

Bilingual (Fluent English/Spanish)

Audacity & Zencastr Software

WordPress & Adobe Software

Mac OS/Microsoft Word, Excel

iNews/DALi/GV Stratus

Instagram, Tik Tok, Twitter, Sprinklr

EXPERIENCE:

CNBC en Español, NJ

Breaking/Business News Intern

September 2023 - Present

- Write 3 weekly scripts for CNBC 'Informe' segment and 1 weekly script for CNBC 'Tu Dinero es Tu Futuro' segment for 2 headline reporters
- Create 3 weekly videos for CNBC 'Informe' segment and 1 weekly video for CNBC 'Tu Dinero es Tu Futuro' segment alongside digital editors
- Create and publish Instagram posts on Monday, Wednesday, and Friday based on the 'Informe' stories of the day
- Assisted in creating and publishing social media packages for Black History Month and Women's History Month
- Translated the *March Money 101: Women and Wealth* newsletter, Week-5 of the *Money 101: Invest in You: Ready, Set, Grow* guide, and the *April Money 101: Focus on Financial Literacy for Financial Stability, Well-Being* newsletter
- Gathered facts within the courtroom and worked with producers and reporters to cover 'United States of America v. Samuel Bankman-Fried, 2023'
- Assisted 3 cameramen in gathering video and audio recordings of 'United States of America v. Samuel Bankman-Fried, 2023' participants outside of the U.S. Manhattan District Court
- Assisted in the execution of the NBC 'MVJ Networking Event' and managed talent in the 'NBCU Academy Next Level Summit'

American Heart Association, NYC

Communications & Marketing Intern

May 2023 - August 2023

- Published 3 social media packages about the 2023 NYC Heart Ball and national health months which led to a 30% increase in viewer engagement
- Supervised 1 local interview with WNBC Sports Anchor John Chandler and 1 Fox 5 interview with survivors working with the American Heart Association
- Supported the NYC Community Impact Team by standing alongside political figures during the City Hall Menthol Initiative press conference
- Advertised 3 campaigns on LGBTQ engagement, the Grow NYC Farmstand through NYC Link, and the Healthier L.I. Initiative
- Published 7 blog posts about CPR, Pride 2023, and the local community impact made by the American Heart Association
- Wrote 2 press releases regarding the company's newest chairmen and 1 radio PSA script about health for AAPI month
- Led 3 webinars and 2 interviews on healthcare, careers, and student community impact
- Organized #TheAHALife Takeover and participated as the representative of the company's celebration of National Intern Day

The Sherri Show, Chelsea, NY

Production Intern

September 2022 - December 2022

- Performed day-to-day show operations including on-air programming, episode transcriptions, and monitoring social media
- Investigated, researched, and fact-checked news stories; efforts that led to content accuracy

McGraw Hill Education, Virtual

HSSL Product Portfolio Intern

May 2021 - August 2022

- Translated written educational texts in English and Spanish to accommodate the changing views of society
- Tested educational virtual games to compare relevant market demand
- Collaborated with digital creators from MIT to develop the foundation for an educational video game

NOTABLE:

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| • National Association of Hispanic Journalists | Member | Dec. 2022 - Present |
| • Rutgers Women's Swimming and Diving Team | Member | Sept. 2019 - Jun. 2021 |
| • New Jersey Seal of Biliteracy | Recipient | June 2019 |