

# Valeria Rodriguez

Phoenix, AZ

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[Portfolio](#)

## Relevant Experience

### Cronkite News

*Broadcast Reporter*

- Pitched several story ideas weekly related to various beats
- Produced packages in English and Spanish

**Phoenix, AZ**

*(January 2022-Present)*

### Arizona PBS

*Digital Media Intern*

- Specialized in Arizona PBS Facebook, created social media posts and campaigns.
- Created monthly promotion priority lists to promote on Arizona PBS website and socials.

**Phoenix, AZ**

*(August 2021-December 2021)*

*Digital Media Student Worker*

*(January 2022-May 2022, August 2022-Present)*

- Put together content for Arizona PBS and Arizona PBS Kids Facebook
- Created Social campaigns for a range of Arizona PBS shows
- Built landing pages for various topics like Black History Month

### Walter Cronkite School of Journalism and Mass Communication

**Phoenix, AZ**

*Moderator*

*(February 2023)*

- Moderated alongside another student the annual Q&A with Gayle King, recipient of the Walter Cronkite Award for Excellence in Journalism

### City of Mesa Digital

*Media Intern*

**Phoenix, AZ**

*(June 2021-August 2021)*

- Produced and translated videos and graphics to Spanish for the City of Mesa Twitter and Facebook

### Walter Cronkite Sports Network

**Phoenix, AZ**

*Photographer*

*(January 2020- May 2022)*

- Photographed and edited various Arizona State Sports

## Education

### Arizona State University | Walter Cronkite School of Journalism and Mass Communication

- *Bachelor of Arts in Journalism and Mass Communication, Spring 2022*
- *Masters of Mass Communication, Spring 2023*

## Skills & Abilities

- Fluent in Spanish
- Highly experienced with DSLR and NX Cameras
- Proficient in Adobe Programs (Lightroom, Photoshop and Premier Pro)
- Proficient in Microsoft Programs (Word, PowerPoint, and Excel)

## Leadership

### National Association of Hispanic Journalists

*Co-President*

*(January 2023- Present)*

- Worked to create professional workshops for my peers and help build connections with professionals in the Journalism industry

*Secretary*

*(June 2020-Present)*

- Adminstrated the club, organized bimonthly meetings, and responsible for taking minutes.

### Member of Kappa Delta Chi Sorority Inc.

*Member*

*(November 2020-Present)*

- Attended monthly meetings in which Robert's Rule was used

*President*

*(January 2022- May 2022)*

- Directed and organized weekly meetings with over 20 women
- Was the spokesperson for the chapter and worked with Kappa Delta Chi Nationals and National Association of Latino and Fraternal Organization at Arizona State

*Historian*

*(August 2021-December 2021)*

- Created engaging weekly activities for over 20 women
- Organized and coordinated events within the organization

*Social Chair*

*(January 2021- May 2021)*

- Coordinated monthly socials for over 30 people and collaborated with other organizations