

LAUREN SIERRA

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CONTACT

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@LaurenSierraTV

EDUCATION

Master of Arts

New York University

American Journalism | 2022

Bachelor of Arts

Harvard University

Sociology; Global Health & Health
Policy | 2019

SKILLS

- Avid
- iNews
- Sony 4K XD Camcorder operation
- Broadcast and digital writing
- Adobe Premiere & Photoshop
- Proficient in Spanish
- Social media
- Weather Max

WORK EXPERIENCE

REPORTER | PRODUCER | WEEKEND ANCHOR

KTXS TELEVISION | March 2022 - March 2023

- Pitched enterprise stories daily, sourced and conducted interviews to turn packages, VO SOTs and digital articles on a fast and hard deadline
- Produced and anchored four 30 minute shows every weekend using local, regional and national content to create engaging broadcasts
- Covered breaking news events live on the air, including a major wildfire outbreak
- Engaged with viewers via social media presence
- Regularly filled-in as weeknight anchor, morning anchor and weather presenter

RELEVANT EXPERIENCE

MULTIMEDIA EXECUTIVE & NEWS WRITER

THE HARVARD CRIMSON | 2015 - 2018

- Responsible for capturing photo and video content on a daily basis for both the print and digital publications, including breaking news situations
- Managed team coverage of assignments and trained new staff members in multimedia technique and journalism ethics
- Reported for a written beat on campus clubs and political campaigns

FOUNDER & CREATIVE DIRECTOR

SIERRA DESIGNS STUDIO | 2016 - PRESENT

- Founded online graphic design company that creates personalized greeting cards and gifts for weddings and other special events
- Generates creative product and design ideas for a diverse customer base of over 32,000 to date
- Maintains a deadline-driven order fulfillment workflow
- Cultivates an empathetic and communicative customer service experience

RESEARCH ASSISTANT

HARVARD CENTER FOR POPULATION & DEVELOPMENT STUDIES | 2018 - 2019

- Transcribed in-depth interviews and analyzed for trends, maintaining a database of qualitative information
- Wrote summary briefs of relevant literature pertaining to Center's research project