**Valeria Rodriguez**

Yuma, AZ

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Online Portfolio: vrodri38.wixsite.com/valeriarodriguez

**Education**

Arizona State University, Phoenix, AZ May 2023

Masters, Mass Communication

Arizona State University, Phoenix, AZ May 2022

Bachelor of Arts, Journalism Mass Communication

Minor, Digital Audiences

**Professional Experience**

**News Press Gazette- KYMA**  Yuma, Arizona

*News Anchor and Producer* February 2025- Present

* Produce and Anchor NBC 6 a.m. and FOX 7 a.m. 1 hour long shows
* Deliver the daily weather forecast
* Developed and wrote stories related to the DMA
* Investigate development on previous night’s news reports

*Multimedia Journalist*  June 2023- February 2025

* Pitched daily story ideas along with working on in-depth reports
* Shot, edited, and wrote content for 4 p.m., 5 p.m. and 6 p.m newscasts
* Worked closely with local law enforcement
* Monitored breaking news through social media
* Posted and engaged in various social media platforms

**Arizona PBS** Phoenix, Arizona

*Digital Media Student Worker* January 2022- May 2023

* Spearheaded digital content creation for Arizona PBS and Arizona PBS Kids platforms, developing engaging social campaigns and constructing user-friendly landing pages.
* Daily use of social media management platforms

*Digital Media Intern*  August 2021- December 2021

* Specialized in Arizona PBS social media accounts creating posts and campaigns.
* Created monthly priority lists promoting Arizona PBS shows on the website and socials.

**City of Mesa**  Mesa, Arizona

*Spanish Digital Media Intern* May 2021- July 2021

* Created and localized multimedia content for City of Mesa social platforms, enhancing digital outreach and engagement with Spanish-speaking residents.
* Shot and edited videos and still images for social media platforms

**Skills and Abilities**

* Fluent in Spanish
* Highly experienced in WordPress
* Highly experienced in social media management platforms (HootSuite, Sprout)
* Proficient in Adobe Programs (Lightroom, InDesign, Photoshop and Premiere Pro)
* Proficient in Microsoft Programs (Word, PowerPoint, and Excel)
* Highly experienced with DSLR and NX Cameras