

Natalie Rodriguez |

On-Air Personality • Journalist

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Profile

- Bilingual communications professional with 5+ years in the industry.
- Writer with 5 years experience and familiarity with AP style.
- Radio and television personality with 6+ years of experience.
- Voice-over professional with 3+ years of experience.

Skills

- Team Management
- Translation
- Promotions
- Public Speaking
- Marketing Strategy
- Event Planning
- Event Execution
- Event Marketing
- SEO Marketing/Analytics
- Guerrilla Marketing
- Social Media Marketing (Vimeo, Facebook, Twitter, Hootsuite, Instagram)
- Content Management Systems (Wordpress)
- Infographic design
- Digital photography and video
- Microsoft Office
- Adobe CS6

Experience

Digital Media Strategist, *Freelance*

2013 - Present

- Pitched/researched/sourced/delivered stories for targeted web audiences.
- Produced video and audio packages for NatyRockdriguez.com
- Writer for El Observador, and the Silicon Valley De Bug Magazine.

Talent, *Circulo Cultural*

2009 - 2013

- Actress in sold out Spanish theatrical productions throughout the San Francisco Bay Area.
- Host for local television show Circulo Cultural Presenta through the Media Center in East Palo Alto.
- On-air correspondent for La Voz de Nuestras Raices online radio show.

Content Developer, *Union Rocker*

2009 - 2010

- On-air personality and board operator for Sabado Loco on KCNL.
- Television reporter for Spanish rock concerts for Union Rocker TV, broadcast through CreaTV.
- Writer for UnionRocker.com
- Creator and producer of weekly online radio show for UnionRocker.com

Assistant Marketing Director, *Spanish Broadcasting System* **2006 - 2009**

- Managed a promotions street team of 20+
- Coordinated promotional and marketing schedules and calendars.
- Content development and website maintenance of YoSoyRaza.com.
- Plan, coordinated and executed 20 events a month on average.

- On air and street giveaway and contest coordinator for one of San Francisco's top three radio stations of the time.
- Stage manager for sold out concerts and festivals that brought in up to 10,000 people.
- Voice over for KRZZ radio station commercials.
- On-air segment with number one mid-day personality at KRZZ radio station.

Promotions Assistant, Entravision Communications **2005 - 2005**

- Outstanding Intern Award. Awarded by Bay Area STAR, nominated by Carmen Torres.
- Plan and execute remote promotions and contests for KBRG radio station that brought in up to 50 people.
- Content development and website maintenance of KBRG radio station website.

Education

Master of Arts, New Media Journalism Full Sail University **(2014)**

4.00 GPA. Class valedictorian while crafting interactive stories and developing multimedia packages for online publication, learning analytics and best industry practices weekly. Course Director Awards for writing for interactive media and multimedia development and editing.

Bachelor of Arts, Ethnic and Xicana Studies University of California, Berkeley **(2006)**

3.304 GPA, while earning a double major and holding two internships and a part time job.

Non-industry Experience

Assistant Program Coordinator, 21st Century Community Learning Center **2010 – Present**

- Developed age and level appropriate project-based curriculum for five classes of 20 5th- 8th graders.
- Written and simultaneous verbal translation.

Title I Consultant, Oakland Unified School District **2012 - Present**

- Assist in participation in computer-assisted instruction and alternate learning modality program to serve an average of 40 students per month.
- Consultation and conferences with the regular classroom teacher.

Librarian, Saint Elizabeth Elementary School **2010 - 2013**

- Maintain student and material online database through LibraryWorld.com
- Planed, executed and promoted yearly book fair, increasing revenue by up to 25% yearly.