

# VIANEY ALDERETE CONTRERAS

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## Experience:

10/2016-present: **Consumer Insights Social Media Manager, Merkadoteknia Research & Consulting**

Edit and curate qualitative and quantitative research reports on Hispanic market for government and Forbes 100 agencies. Develop social media strategy for company's Facebook, Instagram, and Twitter accounts.

6-7/2016: **Multimedia Reporter Fellow, Mott Haven Herald/The Hunts Point Express**

Covered community news and contributed enterprise multimedia stories; articles include investigative piece on the technology-based security measures from the New York City Housing Authority and New York Police Department; story on the digital-divide issue for homeless residents in South Bronx during local elections.

6/2015-3/2016: **Multimedia Reporter/Social Media/Web Producer Intern, Dallas Morning News/Al Día**

Reported and wrote in both English and Spanish; work includes digital project on Mexican wrestling; edited and curated content for the aldiadallas.com; covered events, produced posts, videos, gifs; and managed Al Día Facebook, Instagram and Twitter accounts. "Welcome to the World of Lucha Libre in Dallas!" won 2016 NAHJ Journalism Award Print/Digital, Society of News Design's 2015 Best of Digital Design.

1-5/2015: **Digital Media/Reporter Intern, KCOS 13, PBS El Paso Station**

Interviewed, produced two documentaries on local Creative Kids Inc. and Susan G. Komen Foundation chapters for Ken Burns-produced documentary "Cancer: The Emperor of All Maladies."

4-8/2014: **Research Assistant, The Heart of Smelertown (upcoming book)**

Researched geographic information, testimonies from Smelertown, Texas, from 1940s through 1970s.

2/2013-1/2015: **Student Assistant to Associate Provost, University of Texas at El Paso (UTEP)**

Wrote, edited print publications for Office for Undergraduate Studies, including 33-page handbook for incoming students and multiple pamphlets. Produced content, shot photos for www.utep.edu/echs website and eight different departmental pages.

7/14-8/14: **Social Media and Web producer, Reporter Intern, La Opinión de Los Ángeles**

Covered local and national breaking news; stories included focus on Chicano studies in three states. Published daily content; stories went viral on Facebook and Twitter and increased website traffic 13%. Curated, published about ten daily local and national stories for the www.laopinion.com website.

8/13-3/14: **Freelance Multimedia Reporter, Borderzine, UTEP**

Published investigative piece on notary public fraud and U.S. Citizenship Immigration Services Office for student web magazine; shot, edited video for stories dealing with Mexico-U.S. issues.

8/12-5/13: **Reporter, The Prospector, UTEP**

Covered the cSETR NASA student research program implemented at UTEP. Wrote weekly news features.

8/10-1/12: **Reporter, Tejano Tribune El Paso Community College**

Wrote two weekly feature stories for campus newspaper; shot, edited accompanied graphics.

## Education:

**CUNY Graduate School of Journalism, New York, NY**

Summer 2016

Fellow in Knight Foundation-funded diversity initiative, Knight CUNYJ Summer Internship Program that provided two-month digital-journalism training, New York City media internship, mentors.

**University of Texas at El Paso, El Paso, Texas**

May 2015

Bachelor of Arts in Multimedia Journalism; minor in Creative Writing

## Skills:

**Software:** Adobe Photoshop, Adobe Premiere, Audacity, Final Cut Pro, Microsoft Office, Parse.ly, WordPress.

**Awards:** NAHJ Journalism Award Print/Digital, Award of Excellence, Texas Associated Press Managing Editors Second Place - Features category, Society of News Design's 2015 Best of Digital Design.