

VIANEY ALDERETE CONTRERAS

BILINGUAL DIGITAL STORYTELLER

CONTACT

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SOFTWARE

Adobe Audition
Adobe Photoshop
Adobe Premiere
Final Cut Pro
Hootsuite
Microsoft Office
Parse.ly
Social News Desk
WordPress

AWARDS

2016 NAHJ Award
Excellence in Print/Digital
Texas Associated Press
Managing Editors
2015 Society of News Design
Features Second Place
Best of Digital Design

EDUCATION

UC Berkeley Graduate
School of Journalism · 2019
Masters in Journalism,
New Media Concentration
Knight CUNYJ Fellowship
Fellow in Knight Foundation
diversity initiative
University of Texas at El Paso
Bachelor in Multimedia
Journalism; minor in
Creative Writing.

EXPERIENCE

Social Media and Web Consultant 2018 - present
Mission Local (San Francisco)
Create social media strategy for reporters to post on a daily basis and to cover live events on Facebook, Twitter, Instagram. Edit, curate website posts to improve readability. Apply SEO practices with the help of Yeost in order to increase visibility in organic search results. Examine Google Analytics, build reports, and deliver practical suggestions such as changes in the format and frequency of hyperlinks in order to enhance website engagement.

Social Media and Web Producer, Multimedia Reporter 2015-present
The Dallas Morning News/Al Día
Produce, edit, curate content from newspapers and wires for website. Cover breaking news, produce social media posts and manage Facebook, Instagram and Twitter accounts: scheduling through Agora Plus following analytics. Collaborate with reporters and editors. Report in English and Spanish; Digital project "Welcome to the World of Lucha Libre in Dallas!" won NAHJ Award. Collaborated on Google verification.

Multimedia Reporter 2017-2018
Oakland North
Produce weekly multimedia community and culture stories. Upload stories to WordPress and share articles on the Oakland North's Twitter and Facebook accounts using social media best practices and analytics.

Social Media and Consumer Insights 2016-2017
Merkadoteknia Research & Consulting
Developed social media strategy for company's Facebook, Instagram, and Twitter accounts in order to recruit individuals for focus groups in seven states in the United States. Edited and curated qualitative and quantitative research reports on Hispanic market for government and Forbes 100 agencies.

Social Media and Web Producer, Reporter Intern 2014
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 website.

Multimedia Reporter Fellow 2016
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 elections.

Digital Media/Reporter Intern 2015
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."