

Carolina Olivares

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EDUCATION

Texas Christian University, Fort Worth, TX - Bachelor of Arts in Journalism/ Minor in Spanish Dec. 2019

EXPERIENCE

ABC13 KTRK Houston, TX

February 2020 - Present

Digital Producer

- Report and produce in-depth news for social media platforms and streaming products
- Lead and contribute to breaking news and general assignment coverage by pitching ideas, gathering information on topics, writing stories and sidebars, converting reporter broadcast scripts into online editorial articles, editing and publishing eyewitness videos and pictures
- Sent breaking news alerts through mobile app/email and live streaming news events
- Optimize digital and video content reach through effective SEO and meta descriptions, eye-catching images, engaging headlines and story/video captions, and social media promotion
- Analyze data analytics daily on main audience behaviors and content performance to modify content strategy
- Coordinate with seven other ABC-owned local stations, as well as ABC News, to produce digital, social and live stream coverage of breaking and national news
- Partner with stakeholders throughout Walt Disney Company for digital synergy initiatives (promoting Disney-owned brands, products and media)
- In partnership with the CW39 KIAH, I interviewed members of the community and created locally-sourced packages focused on bringing out the good of the city for a segment of the 9 p.m. newscast

GALvanize, Newark, NJ / Jacksonville, FL / Houston, TX

Reporter for the Giants, Jaguars, Chargers & Falcons

May 2018 - June 2020

- Trained with Emmy award winning reporter Laura Okmin in my preparation for in-studio interviews with rookies and former NFL player and current Jaguars Director of Player Development Marcus Pollard
- Researched interviewees and ventured deeper into their character and personal stories
- Attended a Q&A workshop with Giants media relations staff

Univision Communication Inc., Houston, TX

News Intern

June 2019 - August 2019

- Worked with the producers, reporters, assignment desk editors, and other staff to create multimedia content and curate content including writing, shooting, and editing videos for a Spanish-speaking audience
- Researched stories, conducted pre-interviews, logged interviews, fact checked and posted content to various platforms

CBS DFW Channel 11

Web Producer

November 2018 - March 2019

- Generated and uploaded news, sports and entertainment content including written, audio and video content, created basic Photoshop graphic content for the web and helped enhance website traffic and user activity

AWARDS AND RECOGNITIONS

- 2019 Reporter of the Year - Jay and Gail Milner Distinguished Student Journalism Award
- 2019 Jay and Gail Milner Distinguished Student Journalism Award in Television News Feature
- 2019 2nd place Texas Associated Press Managing Editors award winner for the short video category
- 2019 Honorable Mention Texas APME award winner for the sports feature category
- 2018 Jay and Gail Milner Distinguished Student Journalism Award in Sports Writing
- 2018 Texas Christian University Dean's List

SKILLS AND CERTIFICATION

Fluent in Spanish - AP Style - Proficiency in Microsoft Excel, PowerPoint, and Word - English Grammar Usage Mechanics Punctuation Program Advanced, License - Final Cut Pro X - Adobe Lightroom - Canon 7D camera operation - Adobe Premiere Pro