| Danielle Ojeda |
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# Professional Summary

Creative and results-driven Producer with experience in live newscasts, social media management, and multimedia journalism. Proven ability to lead productions, manage digital strategies, execute high-quality content under deadline pressure. Skilled in managing newsroom workflows, editing video content, conducting high profile interviews, and enhancing audience engagement. Passionate about storytelling, digital media, and engaging audiences across platforms. Recognized for excellent communication and organizational skills in fast-paced environments.

# Education

## Our Lady of the Lake University, San Antonio, TX | Bachelor of Arts in Mass Communications

* Magna Cum Laude - May 2021
* Major: Mass Communications (Multimedia Journalism Emphasis)
* Minor: Technical and Professional Writing
* GPA: Major 4.0 | Overall 3.8
* Dean’s List Recognition (2018 – 2021)
* Relevant Coursework: Television Newscast Production, Social Media Marketing, Advanced Newsgathering, Digital Newscast Production, Media Law, Principles of Social Media

# Experience

## Writer and Producer | KRON4 San Francisco Bay Area *(May 2023 – Present)*

* Produce and coordinate live newscasts for midday, dayside, and primetime broadcasts.
* Research, write, and organize compelling news stories for a broad audience.
* Edit video content on Adobe Premiere Pro to ensure seamless, high-quality delivery on-air.
* Maintain clear communication with reporters, editors, assignment desks, and anchors to ensure smooth newsroom operations.
* Lead breaking news coverage, making real-time editorial decisions under tight deadlines.

## Producer | KENS5 San Antonio (June 2021 – May 2023)

* Researched, developed, and produced engaging content for Great Day SA, a high-profile morning lifestyle show.
* Managed all social media platforms for Great Day SA, increasing audience engagement and digital presence.
* Scheduled and coordinated weekly guest appearances for live broadcasts.
* Assisted with floor management and technical coordination during live broadcasts.

## Social Media Manager (Part-Time) | @joeojedaofficial Instagram (Dec 2021 – May 2023)

* Created dynamic and engaging content to promote Joe Ojeda’s upcoming projects.
* Analyzed audience insights and engagement metrics to refine content strategy.
* Implemented interactive engagement techniques to grow and retain a loyal fan base.
* Developed and executed a consistent social media strategy, increasing audience reach and interaction.