

# DANIELA VIVAS LABRADOR

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## SKILLS

- Fluent in Spanish
- Newsgathering and interviewing
- AP Style
- Multimedia storytelling
- Photography and Videography
- Intermediate knowledge of Adobe Premiere Pro, Basic knowledge of Adobe Audition

## EXPERIENCE

### Topgolf

Orlando, FL

*Administrative Office Assistant*

August 2020- Present

- Processing, coding, reconciliation of invoices for the venue to balance each department's budget; assisting the office manager with biweekly payroll, new hires, monthly associate celebrations.
- Right-hand to managers in regard to associate management, keeping track of daily calls and events, closing duties such as safe count, daily sales and day-before tip out.

### AccuWeather

Remote

*Digital Journalism Intern*

September 2022- December 2022

- Wrote stories on weather-related events, such as [Hurricane Ian's Florida landfall](#) and [its aftermath](#) as well as its impact on people's well-being in Live Blogs with short [entries](#) using WordPress.
- Produced stories for the website that aligned with the company's mission, some of which got picked up by platforms such as Apple News and Drudge Report.

### NSM Today, UCF Nicholson Student Media

Orlando, FL

*Managing Editor*

August 2022- December 2022

- Maintained the budget, facilitated communication between reporter staff and editors, brought in ideas for coverage as well as ensured our content was published in a timely manner.
- Previously as a beat reporter: Covered the beat of the [College of Health Professions and Sciences](#) as well as university services such as campus' [food pantry](#) and [mental health counseling](#).
- Wrote a mix of [news features](#), [profiles](#), and [issue](#) stories for the UCF community during COVID-19 while building sources, and identifying under-covered stories within the beat that have been published in the featured section of the online publication.

### The Arizona Republic, USA Today Network

Phoenix, AZ

*Digital Production Intern*, through Dow Jones News Fund

May 2022- August 2022

- Packaged stories for our digital fronts on azcentral.com's website and mobile app.
- Copy edited following AP Style for both print and digital platforms on Gannett's CMS, Presto.
- Used SEO best practices to optimize our daily online content, tracked instant metrics using Parse.ly, and daily Google Analytics reports.

### Orlando Sentinel and El Sentinel Orlando

Orlando, FL

*News Reporting Intern*

September 2021- May 2022

- [Reported on Central Florida's Hispanic community](#) for the Sentinel's Spanish sister publication.
- Produced news and feature articles, both in English and Spanish, using Tribune's CMS, Arc.
- Pitched, developed [video story packages](#) for Orlando Sentinel's main front on UCF Research Park beat. Averaged over 700 clicks on stories and over 200 video views on the paper's YouTube channel.

## EDUCATION

### University of Central Florida

Orlando, FL

*Bachelor of Arts in Journalism*, Print/Digital Track

Class of December 2022

Minor in Sociology and Certificate in Hispanic/Latino Media