

Maria Elena Hernandez

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EXPERIENCE: **Multimedia Journalist** November 2017 – Present
University of Texas Rio Grande Valley

- Record, write, and edit articles and video news reports
- Find and pitch story ideas
- Manage department's social media accounts and prepare weekly stats report

Digital Media Director

Web Content Coordinator

June 2011 - July 2017

KRGV-TV (ABC Affiliate)

June 2006 – September 2010

- Rewrite news stories for web site and post video
- Maintain brand online and on social media accounts
- Manage ads and report web statistics for news and sales department
- Train coworkers to use web tools and content management system

Television Production Technician

July 2004 – July 2006

Harlingen CISD Public Information Office/KHGN

- Record, write, and edit news stories and programs
- Program weekly schedule for broadcast

General Assignments Reporter/Photographer

January 2004 – June 2004

San Benito News

- Write articles and feature stories
- Photograph events and people
- Assist in proofreading and layout of publications

Instructional Television Director

February 2001 – February 2003

KMBH-TV (PBS Affiliate)

- Organize and implement educational services
- Plan and participate in events with other organizations
- Maintain KMBH-TV and Classic 88FM web site

EDUCATION: Full Sail University November 2010
Master's degree in Internet marketing

University of Texas - Brownsville

B.A.A.S in Interdisciplinary Studies

December 2007

Graduate courses in Educational Technology

August – December 2012

San Antonio College

December 2000

A.A.S. Degree in Radio, Television, and Film Technology

REFERENCES: Maricela Rodriguez Dr. Christina Garcia David Silva
Former coworker Retired Former coworker
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