

LEDA ALVIM

ledaalvim.com

EXPERIENCE

THE ORACLE

EDITOR IN CHIEF
MANAGING EDITOR
MULTIMEDIA EDITOR
STAFF WRITER

TAMPA, FL

MAY 2020 - PRESENT
JAN 2020 - MAY 2020
APRIL 2019 - JAN 2020
SEPT 2018 - APRIL 2019

- Oversee content creation across five sections. Assign, schedule and edit stories.
- Manage a team of over 30+ students to produce daily stories and online content across all sections.
- Interview, report and investigate breaking new stories for online and print publication.
- Reshaped the newspaper's online presence. Responsible for gaining 1,500+ new followers on Instagram.
- Bylined 300+ articles while maintaining an online presence, engaging with readers, managing staff writers, training new reporters and regularly meeting with sources.

WUSF PUBLIC MEDIA

HEALTH NEWS INTERN

TAMPA, FL

AUG 2021 - PRESENT

- Write and edit web stories for publication to provide the audience with up-to-date news across Florida.
- Produce cut and copy for radio broadcast.
- Interview sources on the spot for same-day articles.

USF COLLEGE OF BUSINESS

MARKETING INTERN

TAMPA, FL

APR 2019 - DEC 2019

- Worked alongside the Director of Marketing and Communications to plan events and complete projects.
- Created flyers, posters, layouts and graphics using Adobe InDesign for social media and regular display.
- Photographed and edited pictures of events organized by the department.
- Created, produced and edited videos of events featuring nationally known speakers for social media.

EDUCATION

B.A. IN JOURNALISM

UNIVERSITY OF SOUTH FLORIDA
GRADUATION: FALL 2021

SKILLS

- Fluent in Spanish and Portuguese
- Professional Photography
- Social media marketing
- Adobe Lightroom
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Audition

AWARDS

- 2021 Golden Bull Award Recipient
- Most Valuable Player (MVP) on the International Orientation Team
- 2021 Telly Award for web story on the pandemic's impact on small businesses

CONTACT



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