

SANDRA C. ROA

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Multimedia Stories: Photography, Video & Writing

PROFESSIONAL EXPERIENCE

Multimedia News Manager- University of South Florida, Oct. 2016- present, Tampa, FL, USA

- Lead a team of multimedia journalists and photographers for the university communications and marketing department with photography, video and social media.
- Work with outside producers to ensure consistent use of the university's brand throughout various products and services.
- Develop and implement guidelines and branding assets for video including workflow, quality, digital file sharing and digital assets management.
- Produce strategic stories and promotional videos.

Salon Producer- Reading the Pictures, Mar. 2010- present, online, USA

- Coordinate and host live online discussions regarding news photography with visual scholars including technology troubleshooting, scheduling, promotional materials, registration and updates.
- Research and troubleshoot webinar technologies for online discussions.
- Post and edit announcements in WordPress
- Edit short highlights clips of the live webinar for promotional use.
- Started as an editor and producer of multimedia clips; received multimedia issue reporting 2011 Award of Excellence for "Military Censorship," by Pictures of the Year International

Multimedia Journalist- USF Health Communications Department, Mar. 2015- Oct. 2016, Tampa, FL, USA

- Producer: Report, shoot, edit and write stories to support the three academic missions- research, education and patient care.
- Multimedia: Re-package visual stories for various online stories and social media platforms.
- Digital Production: Create animation for marketing campaigns and events

and video brand assets.

- Social Media: Use media and news around mission topics to build audience.
- Coordinator: Work with various teams to maintain the highest quality and style in all videos.

Adjunct Professor- University of Tampa, Communications Department, Aug. 2014- Dec. 2015

- Taught Digital Arts for Professional Communication and Visual Literacy course to undergraduate students. Assignments included web portfolio, branding and multimedia storytelling.

Multimedia Producer- 2004- 2014

- Photographer: Essays, spot news, events, editorial and portraits.
- Blogger/ Producer: Produce and edit editorial content for BagNewsNotes.com, a site about news photos.
- Digital Production: Presentations for documentary work across platforms: web, print, broadcast.
- Graphic Design: Print, logo, branding, websites and media campaigns.
- Field Assistant/ Videographer/ Translator: National Geographic, Western Sahara, 2006.
- Digital Media Workshop Instructor: Indigenous Media Project, Colombia, 2005-2007.

New Media and Communications - Circolombia, Jun. 2010- Sept. 2015, Travel

- Design: Website development and updates for upcoming tours and archives.
- Manage: media communication for event promotion, digital news and social media posts.
- Build: company reports; contact lists and fundraising campaigns.
- Stage Manager: Coordination freight, stage schedules, costumes, merchandise and artists logistics such as international travel and visas.
- Photographer/ Videographer for promotional use.

News Desk, Radio Jackie News, Nov. 2011- May 2012, London, U.K.

- Producer of three-minute news bulletins and pre-recorded audio for news segments in a commercial radio station.
- Writer, Interviewer, Researcher and Presenter for top-of-the-hour news broadcasts.

Video Department, Fellowship, The New York Times, Jan. 2009- Dec. 2009, New

York, USA

- Assisted in all aspects of video production: camera, research, writing and editing.
- Producer of “Video Vows” segments for the Sunday Style section.
- LENS Blog: Producer of multimedia blog posts about prominent photojournalists.

Faculty and Digital Media- International Center of Photography, Oct. 2002- Aug. 2012, New York, USA

- Course Instructor: Continuing education and community outreach programs for courses in digital photography and video.
- Part-time Digital Media Associate: Tech support for photographic digital workstations and students.

EDUCATION

- City University of New York Graduate School of Journalism- Broadcast Journalism, M.A., Dec. 2009
- New York Times Student Journalism Institute- Photo/Video Journalist, Jan. 2009, Miami
- International Center for Journalists Workshop- Immigration Coverage, Certificate, Jun. 2009, Online
- City University of New York, Queens College, Honors- Fine Arts & Theater Dance, B.F.A., Jan. 2001
- Foundry Photojournalism Workshop, Scholarship- Photojournalist, Jul. 2008, Mexico

SKILLS & SOFTWARE

Proficient in all aspects of photography and video production (analogue and digital); Native Spanish speaker; Adobe Premiere, Photoshop, Illustrator, Dreamweaver, Final Cut Pro, Streaming live video, Webinars, light HTML5, JavaScript, CSS3, PHP, CMS, Social media management.

AWARDS & HONORS

- Pictures of the Year International: Multimedia Issue Reporting Story, 2011 Award of Excellence for “Military Censorship”
- Pulitzer Center on Crisis Reporting & YouTube Project Report: Video Portrait, 2008
Semi-Finalist “De Tu Papa” (From Your Father)
- National Association of Hispanic Journalists: English or Spanish Language

Broadcaster, 2008

Geraldo Rivera Scholarship

- National Public Radio, WNYC: Featured Photographer, 2008
Street Shots "Jornaleros" (Day Laborers)