

## Sandra C. Roa | Resume

[scroa@usf.edu](mailto:scroa@usf.edu)

727-729-0567

Tampa, Fla.

---

### Professional Experience

**University of South Florida (USF)** - Oct 2016 - Present | Tampa, Fla.

#### **Multimedia News Manager, University Communications and Marketing**

- Advances USF's brand, mission, and goals through strategic communications initiatives, including executive and internal communications, media relations, web content, and social media.
- Fully produces time-sensitive multimedia content (written and video narratives) to promote research, community partnerships, and institutional initiatives in multiple university channels.
- Develops and drives strategic communication initiatives to elevate USF's fast-growing national reputation – targeting talented faculty, students, peer institutions, and community partners.
- Using authentic storytelling to connect with key stakeholders, creates and implements clear communications metrics and goals aligned with the university's mission.
- Provide messaging support across the organization for the Office of the President.
- Counsel institutional partners to develop strategies that advance the USF's mission.
- Implements new communication tools and trains university partners on new media platforms to engage larger audiences, such as digital management and multimedia production.

**USF Health** - Mar 2015 - Oct 2016 | Tampa, Fla.

#### **Multimedia Journalist, Communications, and Marketing**

- Developed content strategies to grow internal and external audiences to advance executive initiatives.
- Researched and wrote news articles about various health disciplines demonstrating USF Health's strategic goals as a leading academic medical institution.
- Fully produced short story and marketing videos for the academic and clinical practice plan website and institutional social media channels.
- Identified opportunities to promote the institution's academic excellence, interdisciplinary research, and medical practitioners to audiences.
- Developed brand assets and established guidelines for other health college communicators to build brand consistency and promote recognition.

**Reading the Pictures** - Mar 2010 – Mar 2018 | Remote

#### **Multimedia Producer**

- Produced short audio slideshows with photojournalists to capture the behind-the-scene experiences of visual media making. The audio slideshow, *Mike Kamber: Military Censorship of the Iraq War*, won a Picture of the Year International (POYi) Award of Excellence in the Multimedia Issues Reporting category in 2011 and has been viewed widely.
- Fully produced live online discussions to facilitate visual literacy among educators, practitioners, and online audiences.
- Edited short highlight clips of the live webinars to promote webinars.

**Circolombia** - Jun. 2010- Sept. 2015 | Remote work and international travel

**New Media and Communications Director**

- Represented the company and its artists in all media-related communication endeavors.
- Filmed and produced promo videos of backstage scenes and first looks to share with media.
- Webmaster and designer for company and tour websites.
- Created and maintained social media accounts.
- Developed and distributed annual reports.
- Provided support in all tour areas, such as building relationships with event coordinators, coordinating the touring schedule, and monitoring logistics related to International travel, payroll, and health care.

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

**News Reporter**

- Produced three-minute news bulletins for news segments on a commercial radio station.
- Wrote and edited stories for top-of-the-hour news broadcasts to include local, national, and international stories.
- Field producer for morning feature segments

**The New York Times** - Jan. 2009- Dec. 2009 | New York, NY

**Video Journalist Fellowship**

- Completed a year-long fellowship with the online video department.
- Assisted in all aspects of video production: camera, research, writing, and editing.
- Used ENPS to produce stories, structure, and identify videos needed for news stories.
- Produced segments for the “Video Vows” enterprise featured in the Sunday Style section.
- Wrote and produced multimedia content about prominent photojournalists for the “LENS Blog.”

**Self-employed** - 2004- 2014 | travel

**Multimedia Storyteller**

- Photographer: Reportage, spot news, events, editorial, and portraits
- Documentarian: Producer of short documentary videos
- Blogger: Writer and editor for various clients
- Field Assistant/ Videographer/ Translator: National Geographic Magazine, Western Sahara, 2006
- Workshop Instructor: Indigenous Media Project, Colombia, 2005-2007

---

## Education

**Ph.D. University of South Florida**

Tampa, Fla.

College of Arts and Sciences, Communication Doctoral Program (ABD)

Research areas: Intercultural Communication, Performance Art, Critical Media Studies

Anticipated graduation date: Winter 2024

**Professional development:**

- Online Instructor Certification, University of South Florida, Innovative Education, 2023

**M.A Craig Newmark Graduate School of Journalism, City University of New York**

New York, NY

Master of Arts: Broadcast Journalism, International Reporting

---

## **B.F.A. Queens College, City University of New York**

Queens, NY

Bachelor of Fine Arts: Fine Arts & Theater Dance

### **Academic Appointments**

**University of South Florida** - Aug. 2022- Present

#### **Adjunct Instructor, Communication Department, College of Arts and Sciences**

- Instructor of record for Public Speaking course (Asynchronous).
- Lead weekly course learnings, facilitate assignments, assist students with speech presentations, and grade assignments.

**University of Tampa** - Aug. 2014- Dec. 2015

#### **Adjunct Professor, Communications Department**

- Taught Digital Arts for Professional Communication and Visual Literacy courses to undergraduate communication majors. Assignments included portfolio building, creating branding assets, producing multimedia stories, and leading discussions on communication theories related to rhetoric and semiotics.

**International Center of Photography (ICP)** - Oct. 2002- Aug. 2012 | New York, NY

#### **Faculty and Digital Media Associate**

- Taught continuing education courses, worked with community outreach programs, and supported full-time students as part of the ICP's education staff and faculty.
- Instructor for Digital Photography I & II and Video Interview Techniques; assignments included first portfolio, camera and lighting methods, multimedia storytelling, and photo theories related to rhetoric, representation, and semiotics.
- Provided one-on-one tutoring for full-time students in scanning, printing, and portfolio presentation.

---

### **Certifications, Skills, and Software**

- Project Management Foundations LinkedIn Certificate; FAA-UAS Certified, PADI Open Water Certified
- Proficient in all aspects of content production, including research, reporting, writing, editing, photography, video production (analog and digital), and social media formats; Spanish - Fluent
- Adobe's Creative Suite (Premiere, Adobe AfterEffects, Photoshop, Illustrator, Lightroom); Knowledgeable in web-specific technology (i.e., live streaming, SSO, SEO), Experienced in several content management systems