

SANDRA C. ROA

scrfoto@gmail.com

646.289.1780

Tampa, Florida

Multimedia Storyteller: Photo & Video Narratives

EDUCATION

- College of Arts and Sciences, University of South Florida- Department of Communication, Ph.D. student- in progress
- Craig Newmark Graduate School of Journalism, City University of New York- Broadcast Journalism, M.A., Dec. 2009
- Queens College, City University of New York - Fine Arts & Theater Dance, B.F.A. Honors, Jan. 2001

RELATED COURSE WORK

- New York Times Student Journalism Institute, Jan. 2009
- International Center for Journalists Workshop, Jun. 2009
- Foundry Photojournalism Workshop, Jul. 2008

TEACHING EXPERIENCE

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

- Taught Digital Arts for Professional Communication and Visual Literacy courses to undergraduate communication majors. Assignments included portfolio, branding, multi-media storytelling, and communication theories related to rhetoric and semiotics

Faculty and Digital Media Associate- International Center of Photography, Oct. 2002- Aug. 2012

- Instructor: Continuing education and community outreach programs for courses in digital photography and video
- Taught Digital Photography I & II and Video Interview Techniques, assignments included first portfolio, camera and lighting methods, multi-media storytelling, and photo theory related to rhetoric and semiotics
- Digital tutoring for full-time students
- Digital Media Associate: Provided tech support for photographic digital workstations and students

PROFESSIONAL EXPERIENCE

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

- Report, produce, and publish multi-media news and enterprise stories to support the university's strategic mission
- Storyboard, film, and edit video narratives to promote research, community partnerships, and institutional initiatives
- Collaborate with partners throughout the colleges and administrative departments to develop content strategies and opportunities for related platforms and events
- Mediate university projects with outside producers to ensure consistent use of the university's brand
- Shoot and edit short clips for local and national media outlets
- Founding member of the university's only dedicated news content team which focuses on strategic storytelling
- Established a small team of multi-media journalists and photographers for the university communications and marketing department
- Developed digital workflows and the university's first digital asset management system

Salon Producer- Reading the Pictures, Mar. 2010- 2018

- Produced and hosted live online discussions regarding news photography with a community of scholars and practitioners: Migrant Salon; Trump's First 100 Days, Seeing Science, etc.
- Researched and implemented digital platforms and workflows for live broadcasts
- Promoted webinars through all digital platforms including main web pages and social media
- Edited short highlights clips of the live webinars to share with partners and on social media

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

- Wrote and produced stories to support the academic mission
- Re-packaged visual stories for various online platforms
- Created standard animation and video brand assets
- Developed content strategy to build audiences around specific strategic initiatives
- Oversaw all video production to ensure the correct use of the brand

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

- Media Relations: Represented the company and artists for all media-related communications
- Digital Promotion: Created and maintained social media accounts
- Administrative: Wrote and circulated annual company reports; Assisted with artist travel, payroll, and health care
- Production Manager: Scheduled all freight logistics, rehearsals, stage schedules, costumes maintenance, merchandise sales
- Photographer/ Videographer of music and dance concerts including backstage
- Design: Webmaster and designer for the company and four websites

Freelance Multimedia Producer- 2004- 2014

- Photographer: Reportage, spot news, events, editorial, and portraits
- Documentary storytelling: Fully produced short documentary videos
- Blogger: Content producer and editor for various clients
- Field Assistant/ Videographer/ Translator: Nat Geo, Western Sahara, 2006
- Workshop Instructor: Indigenous Media Project, Colombia, 2005-2007

News Desk, Radio Jackie News, Nov. 2011- May 2012

- Produced three-minute news bulletins and pre-recorded audio for news segments in a commercial radio station
- Writer, interviewer, and presenter for top-of-the-hour news broadcasts

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

- 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.

SKILLS & SOFTWARE

Proficient in all aspects of photography and video production (analog and digital); Adobe Creative Suite (Premiere, Adobe After Effects, Photoshop, Illustrator, Lightroom); Knowledgeable in Web-specific technology (i.e., live stream, social media, digital media), Experienced in several Content Management Systems; FAA-UAS Certified, PADI Open Water Certified

AWARDS & HONORS

- Pictures of the Year International: Multimedia Issue Reporting Story, 2011
- Project Report, Pulitzer Center on Crisis Reporting: Short video, 2008
- National Association of Hispanic Journalists: Broadcaster, 2008
- National Public Radio: Featured Photojournalist, 2008

EXHIBITS

Internally Displaced Mother – Holguín, Cuba, 2012 – Group Show
 Family Reunion – Traveling Exhibit, 2012 – Group Show
 Prolonged Refuge - Chelsea Art Auction, NYC - Group Show
 Street Photography – Frontline Club, London 2010 - Group Show
 From Home – Mexico City, 2008 – Group Show
 Day Laborers – NYU, 2006 – Solo Exhibit - Photography
 Queens International Queens Museum of Art, NYC 2006 – Group Show
 Il Sounni della Vitta” – Castiglioni de Asti, Italy 2005 – Group Show
 Self Portraits – ICP Education Gallery, NYC 2004 – Staff Show
 Urban Skin – International Center of Photography, NYC 2004 – Group Show
 Everyday & Underground Beats – Local Project, NYC 2003 – Group Show
 The Beach – Photo District Gallery, 2003
 Underground Beats Positive Focus/ Galapagos, NYC 2003 – Group Show
 The City I See – Queens, NYC 2003 – Solo Show
 Around the Way – Lickwed Bar and Lounge, NYC 2003 – Group Show
 Torn Up Building & From My Window – Queens College Student Gallery, 2000-
 Senior Show
 City Blues – GenArt, NYC 1998 - Group Show