

Heather Navarro

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Skills

Social media content, account management, campaigns and strategy
Reporting, writing, producing for web and broadcast
Publishing in Content Management Systems
SEO/Google Analytics/SMO
Video production/editing: Final Cut Pro 7, Edius Pro 7, iNews
Adobe Creative Suite: Illustrator, InDesign, Photoshop

Related Experience

NBCUniversal Marketing and Promotions, KNBC Channel 4 **July 2014 – Present**

Digital Promotions Producer

Produced digital content and copy for web/mobile users; produced on-brand social media content; built brand awareness for the new Today in LA team; managed and helped grow NBCLA's main social media accounts during "Today in LA" morning newscast; personally grew NBCLA's social presence on Vine organically to 22K+ followers; spearheaded Snapchat stories and growth; spearheaded "4 in Forty," a 40-second roundup of morning news for brand-building on Facebook; shot and edited social media videos for platforms; published breaking news articles on www.NBCLosAngeles.com via CMS.

NBC Nightly News With Brian Williams, KNBC Channel 4 **Feb. 2013 – May 2014**

Worked field shoots, interviewed sources; worked national news assignment desk for entire Western region reaching to Colorado; monitored social media, wires and emergency dispatch; pitched stories; published more than 100 stories on www.NBCLosAngeles.com via CMS; wrote scripts (including VO and VO-SOTs) for morning news anchors; edited and published video to web; trained in breaking news.

www.NeonTommy.com – USC Annenberg Digital News **Jan. 2013 – May 2014**

Executive Producer

Wrote, curated, produced content – including Storify; optimized all stories for web, including SMO and SEO; managed home page and social media accounts; utilized Google Analytics to ensure viral content had roadblocks; created Gifs via Photoshop when applicable to augment content.

MGA Entertainment **July 2010 – Feb. 2013**

Technical Copywriter

Designed instruction manuals in Illustrator; augmented/edited photos in Photoshop; included all federally mandated warnings and cautions in instruction manuals; worked closely with quality assurance; worked with Hong Kong office via telecommunications; met strict publishing deadlines.

Internet Brands **Nov. 2009 – July 2010**

Content Researcher

Created titles for online articles using Google AdWords to drive traffic; edited articles for online publication; managed articles in the CMS Sequoia.

Patch.com, Hermosa Beach, California Division **Feb. 2010 – July 2010**

Freelance Writer/Reporter

Reported, wrote copy on hyper-local news and events in Hermosa, Redondo Beaches. Shot photographs to accompany stories.

MTV Networks **Sept. 2007 – Dec. 2008**

Worked across three departments including MTV News & Docs; assisted interviews with celebrities; assisted on shoots; worked closely with the senior writer; wrote content for the MTV Movies Blog.

Education

University of Southern California – Master's Degree **May 2014**

Digital & Broadcast Journalism: Honors.

California State University Fullerton – Bachelor's Degree **Jan. 2009**

Communications: Print Journalism. Honors: Magna Cum Laude