

Sabrina Pascua

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EDUCATION

University of California, Berkeley
Graduate School of Journalism

- Masters of Journalism, Audio
- Aug. 2021 - May 2023 (Expected)

California Polytechnic State
University, San Luis Obispo

- Sept. 2017 - June 2021
- Bachelor of Science, Journalism
- Cum Laude

SKILLS

- **Editorial:** Interviewing, news reporting, adhering to deadlines, multimedia storytelling (web, print, video, audio, social media)
- **Social Media:** Facebook, Instagram, Twitter, social copy editing
- **Multiplatform Editing:** AP style, copy editing print and web stories, headline writing, caption writing
- **Multimedia:** Adobe Creative Suite (Premiere Pro, Photoshop, InDesign, Illustrator)
- **Web:** SEO, A/B headline testing, WordPress, Newsletter email writing and editing (MailChimp)
- **Analytics:** Google Analytics
- **Management:** Team building, communication, problem solving

OTHER RECOGNITION

- **UC Berkeley Journalism Dean's Fellow, Oct. 2021:** One of five chosen for first cohort of fellows in which funding for tuition and fees is given to first-generation college students
- **Cal Poly Journalism Dean's Award, June 2021:** Recognized for creative problem solving and adaptability in leading Mustang Media Group through an entirely virtual year
- **Dow Jones News Fund Intern, May 2021:** One of nine students chosen for editing residency with Ed Traves at Temple University; Attended week-long training in SEO, headline writing, page design, fact checking and copy editing

EDITORIAL EXPERIENCE

Print Hub Editing Intern, *The New York Times*, June 2021 - Aug. 2021
New York City, NY (Remote)

- Wrote headlines, photo captions and blurbs for various sections of the print newspaper, including front and dress pages
- Ensured consistency in style and tone of print articles from across the newsroom, including stories about Andrew Cuomo's resignation
- Collaborated with senior editors and reporters on layout and headlines to improve readability and team communication to meet tight deadlines

Editor in Chief, *Mustang Media Group*, June 2020 - June 2021
San Luis Obispo, CA

- Strategized and oversaw the rollout of major stories and large event coverage; Example: Executed an election night broadcast show with live updates to web and social media (Nov. 2020)
- Managed editorial content for all Mustang News platforms: web, print, video, social media and radio; Reviews content from 150+ staff members
- Surveyed the college and professional media landscape to find the most successful and engaging practices; Example: Implemented A/B headline testing to enhance SEO on Mustang News social media and web platforms

News Editor, *Mustang News*, San Luis Obispo, CA Oct. 2019 - June 2020

- Increased city news coverage of student publication which resulted in a growth in readership among San Luis Obispo residents beyond Cal Poly
- Planned all news story assignments and ensured there is ample coverage of news events and topics; Example: Organized coverage of COVID-19 at Cal Poly when the first cases in San Luis Obispo were reported and Cal Poly announced plans for a virtual spring quarter
- Integrated content across all platforms by cultivating teamwork; Example: Assigned news reporters to write stories that video and radio reporters were assigned to as well to achieve integrated multimedia coverage
- Trained and led a team of 15 staff reporters and 20 freelance reporters; Successfully transitioned the team to work remotely due to COVID-19

Multimedia Journalist, *Mustang News* Jan. 2018 - Oct. 2019
San Luis Obispo, CA

- Produced news articles with multimedia components including video; Created and edited video packages and audio wraps
- Established relationships and trust with diverse sources to bridge gaps in Mustang News coverage; Example: Built relationship with Campus Health and Wellbeing administrators to provide more stories on campus health
- Pitched and reported on stories that affected Cal Poly and the San Luis Obispo community; Wrote breaking news stories on tight deadlines

AWARDS AND PROJECTS

- **Online Pacemaker Award, Oct. 2021:** Spearheaded the design and execution of the 'Listen' page on MustangNews.net to integrate radio and audio content online and increase web traffic, contributing to an organizational award from Associated College Press
- **Best Social Media Reporting, May 2021:** Orchestrated social media coverage for a 2020 Black Lives Matter protest by utilizing Instagram, Twitter and Facebook, reaching about 41.5k users on Instagram alone; Awarded by California Collegiate Media Association