

# Azalea R. Andrade

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## EDUCATION

**University of Arkansas, Little Rock, Arkansas**

December 2022

MA in Mass Communications, emphasis in Journalism

**Texas A&M University, College Station, Texas**

May 2017

Bachelor of Arts in Telecommunication Media Studies/Minor in Spanish

## EXPERIENCE

**Arkansas Democrat-Gazette**

June 2021-Present

*Creative Services Writer*

- Work with clients and the Advertising Dept. to coordinate and write the weekly Homes Arkansas classified section and other special sections
- Receive assignments and develop story ideas for various in-house publications
- Write clear and accurate news and feature stories and advertorial copy to be used in special sections.

**The UA Little Rock Forum**

September 2020-May 2022

*Writer/ Sports Editor*

- Collaborate with the editor to generate newsworthy stories
- Conduct research for 4 or more articles monthly, and edit all sports stories submitted by students before publishing
- Interview no less than two contacts per article, developing rapport to better establish an appropriate angle for the story

**University of Arkansas at Little Rock, Little Rock, AR**

September 2020-May 2021

*Graduate Assistant*

- Assist with the managing of school website/s by creating, editing, posting and retrieving content, and messages sent to the school.
- Perform journalistic functions, as editors and copy editors for the school's website and social media outlets.
- Occasionally assist professors with research or creative projects.

**Clinton Foundation, Little Rock, AR**

*Communications Intern*

September 2019-August 2020

- Support team in developing and executing media strategies, creating content, and drafting communications materials, as well as conducting research, drafting, and formatting written deliverables
- Capture photos and video for publication, write and develop content for social media and other digital channels
- Translate documents from English to Spanish as needed for various events and/or written materials, as well as interpret during events

**FIBERTOWN Data Center and Disaster Recovery Offices, Bryan, TX**

August 2018-August 2019

*Marketing/Communications Intern*

- Work closely with the marketing director to execute the best social media strategy for the company
- Update all social media outlets, Facebook, Twitter, Instagram, and LinkedIn on a regular basis
- Create videos and graphics for marketing

**West District Office of the United Methodist Church, College Station, TX**

September 2017-June 2019

*Office/Communications Assistant*

- Create content for Facebook page to promote programs and events
- Design marketing materials using Adobe Illustrator and InDesign
- Design and write monthly newsletters using Adobe InDesign

**The Odyssey Online, College Station, TX**

March 2017- May 2018

*Writer*

- Wrote weekly blogs for a national online publication
- Focused on social issues in a way that was relative to others
- Used social media as a tool for marketing the published blogs

**Maroon Weekly, College Station, TX**

August 2017-December 2017

*Intern Writer*

- Receive assignments and evaluate leads or tips to develop story ideas
- Arrange interviews with people who can provide information about a story
- Report news stories for publication

#### **SKILLS**

**Computer:** Microsoft Office, Adobe Creative Suite, Final Cut Pro, Pardot B2B, Salesforce, DiscoverOrg, WordPress, MailChimp, Facebook, Twitter, Instagram

**Language:** Bilingual in English and Spanish (speak, read, and write fluently)