



ALYSSA VIDALES

JOURNALIST. MULTIMEDIA PRODUCER. JEDI.

EDUCATION

Texas State University
School of Mass Communication & Journalism
B.A. in Electronic Media,
Minor in Media Studies — 2013
Honors: Dean's List

SKILLS

- Visual and audio storytelling
- Field production
- Video and audio post-production
- Livestream and audio engineering
- Editing text for clarity
- Adobe Suite, Wibbitz
- Canon, Panasonic, H6N and Tricaster systems
- Video strategy
- Content management systems
- Media law
- Research
- SEO



ACTIVITIES

REAL MAGAZINE/ AUSTIN-AMERICAN STATESMAN

ASSISTANT CAMERA OPERATOR
AUSTIN, TX — JUNE 2013

WIZARD WORLD INC. (AUSTIN COMIC CON)

INSTAGRAM/PINTEREST MANAGER
AUSTIN, TX — JUNE 2013

KTSW-FM 89.9

REPORTER
TEXAS STATE UNIVERSITY
SAN MARCOS, TX
SEPTEMBER/OCTOBER 2012

EXPERIENCE

AUSTIN AMERICAN-STATESMAN

MULTIMEDIA PRODUCER // Austin, TX // December 2013 - Present

- Clearly communicate news and feature stories through video and audio production for the Austin American-Statesman's online and social platforms.
- Shoot and edit breaking news, features and sports interviews + b-roll out in the field and in studio.
- Edit together footage produced by newsroom colleagues and third-party sources.
- Break down trending articles for short-form, text-based videos that clearly and concisely communicate "need to know" information.
- Collaborate with reporters and editors on multimedia story packages.
- Create content for social platforms that amplify the Statesman's community-first journalism.
- Livestream news events and live music productions using Live U units, TV pool feeds and Facebook Live.
- Record and produce podcasts and audio stories/clips for online news stories.
- Monitor Parsley and Chartbeat analytics for video placement opportunities.
- Manage Statesman and Austin 360 YouTube channels.
- Collaborate with Gannett/USA Today network of visual journalist on projects distributed across the network.
- Represent the Statesman in decision-making discussions with video technology vendors; troubleshoot products used by newsroom staff.
- Produce, scan and format photos for print & online; build web galleries via Naviga CMS.
- Research digital and film photo archive for newsroom use and customer reprint orders.
- Train and advice reporters on video and audio best practices.

NEST FINANCIAL

SOCIAL MEDIA MANAGER // Austin, TX // June - August, 2013 (contract position)

- Established social media presence and content strategy for financial planning startup.
- Created/curated content for four social media communities (LinkedIn, Facebook, Twitter, YouTube).
- Turned connections into clients through one-on-one engagement.
- Oversaw community engagement, account activity and metrics analysis.

THE VICTORIA ADVOCATE

MULTIMEDIA INTERN // Victoria, TX // August - December, 2010

- Collaborated with reporters and editors to deliver visual news content for the seven-county, 80,000+ reader circulation Gulf Coast region.
- Produced, edited and managed photo and video packages.
- Piloted iPhone video and social media reporting practices.
- Worked efficiently to deliver quality content in a demanding, fast-paced environment.