

# FELIPE CORRAL

REPORTER, CONTENT PRODUCER



felipecorraljr.com  
corralfelipe@yahoo.com

(602) 459-4246  
linkedin.com/in/felipecorraljr/

## OBJECTIVE



Seeking a social media coordinator position within your organization where my social media, producer, and reporting expertise can be used to meet organizational goals

## TECHNICAL SKILLS



Bilingual (Spanish and English)  
Social Media Proficiency  
Video Editing  
Sports Reporting  
Adobe Creative Cloud  
Interviewing  
Project Collaboration  
Time Management  
Sports Writing  
Deadline Completion  
Sotry and Event Pitching

## EDUCATION



Bachelor of Arts, Sports Journalism  
Walter Cronkite School of Journalism and  
Mass Communication  
Arizona State University, Phoenix, AZ  
Graduated: Summer, '18  
GPA: 3.24

## REFERENCES



**Jesse Aranda**  
Social Media Manager  
Arizona Cardinals  
(915) 313-1247

**Zach Galia**  
Social Media Director  
Arizona Cardinals  
(602) 909-8383

**Lisa Matthews**  
Senior Reporter  
Arizona Cardinals  
(480) 577-4497

## PROFILE

Energetic and self-driven content producer and journalists with experience in sports social media, digital content and reporting. Have a passion for creating compelling and impactful sports storytelling and features, while utilizing emerging social media platforms and trends. Enjoy collaborating with peers to be the best possible teammate and provide effective content on multiple platforms for fans globally.

## EXPERIENCE

### Arizona Cardinals, Digital Producer and Reporter, Aug '18 - Present

In my role as a producer and reporter, I helped create and produce content for our various social media platforms, contributed to the ideation process of our team's branding strategy, and reported on the team's performance.

- Develop original content, while utilizing social media best practices and adapting to emerging social platforms
- Manage multiple projects, short/long-form, simultaneously to aid in social media viewership and performance
- Create and produce content on team's performance through visual storytelling, podcasts, live shows and more
- Utilize social trends to cultivate a strategic content plan through the use of multitude social media platforms
- Edit in-game videos sent from our field videographer to upload on various social platforms in a timely manner
- Produce, contribute and host pre-game, halftime, and post-game Spanish radio segments on gameday, which reached our fans internationally and locally
- Utilized a Canon C100 and Sony A7-III to shoot Training Camp, team signings and press conferences

### Arizona PBS, Sports Reporter and Producer, Aug '17 - Aug '18

During my time with Arizona PBS, I researched, produced and reported on community sports features that were relevant to the audience we targeted.

- Field report and anchor weekly Sportscasts and Arizona PBS newscasts that reach thousands of followers locally
- Cultivate story ideas, write, shoot and edit sports features regarding the local and professional communities
- Anchored the first ever Spanish sports segments on our newscasts, show was retransmitted by Univision Arizona
- Pitched story ideas during weekly meetings and established relationships with sources according to the assignment

### The State Press, Men's Basketball Beat Writer, Mar '17 - Mar '18

As ASU's men's basketball's beat writer, I covered every angle of the team's performance on and off the court.

- Wrote and published 2-4 articles weekly highlighting ASU's basketball season on every social media platform
- Established relationships and developed sources for enterprise projects, athlete features and general assignments
- Covered the Pac-12 tournament and NCAA tournament in an exciting and captivating manner