

FELIPE CORRAL

REPORTER, CONTENT PRODUCER



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OBJECTIVE



Seeking a sports reporter, host, or 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 targetted.

- 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