

PAOLA ASENCIO



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/ThePaolaAsencio



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@AsToldByPao

EXPERIENCE

Copy Editor—Professional Intern | Disney Institute Celebration, Florida | Jan. 2017

Utilize Disney Institute's approach to understand the company's culture and assist the instructional writer as a support mechanism for final proofing, editing and supplemental writing as necessary.

- Created Core Content Operational Guide for Prospective Cast Member Training
- Certified in Quality Service by Disney's Approach to Professional Development Courses

Associate Producer/Photographer | WCJB/TV20 News Gainesville, Florida | March 2016-Dec. 2016

Assisted producer in running the teleprompter, creating and editing visual content for each show. Assured audio frequencies were balanced and matched voice-overs.

News Intern | The Gainesville Sun Gainesville, Florida | Aug. 2016-Dec. 2016

Pitched ideas, met daily deadlines and conducted interviews for articles. Built connections with local community to create strong investigative journalist skills.

Writer | The Independent Florida Alligator Gainesville, Florida | Aug 2014-Sept.2016

Engaged with the local community to write stories about culture of Gainesville and local events. Conducted interviews and met daily deadlines.

Reporter/Editor | WUFT News Gainesville, Florida | Jan. 2016-May 2016

Pitched and provided multimedia pieces. Copy edited all work. Editing included making headlines, fact-checking and maintaining story structure for consistency to the author's voice.

- Covered World's First Brain Drone Race
- Researched Pedestrian Deaths on Campus
- Hosted and Produced News Show on WUFT-FM Ahora

LEADERSHIP:

Producer/ Host | ChomPics Productions/Rock104 Gainesville, Florida | Aug. 2014 - May 2016

Created original show content, inserted cues to podcast and edited audio using Wideorbit and Audacity.

Head Cashier | Lowe's Home Improvement Miami, Florida | May 2014-Feb. 2016

Managed front-end activities by proactively visiting the customer service desk and cash registers. Provided direction and support to associates. Helped ensure WOW customer service at all times.

**PUBLISHED WORK ON: ELITE DAILY, SOCIETY 19,
THE DAILY CALLER & OUR TOWN MAGAZINE**

SKILLS

Fluent Spanish
AP Style Proficient
Search Engine Optimization
Social Media Management
Still Photography & Video
HTML & CSS
WordPress
Final Cut 7 & 10
Keynote
Adobe Creative Suite
Microsoft 360
Audacity
Wideorbit

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Blog

EDUCATION

TEFL
120-hour Professional Certificate

University of Florida
B.S. in Journalism/ Class of '16
Minor: Business Management

Miami-Dade College
A.A. in Journalism/ Class of '14