

# Orieta Barbetta

Represented by The NWT Group  
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## Experience

### ***Project Manager, JCPenney, Plano, TX***

**May 2015 – Present**

- Oversee the execution of the seasonal marketing strategy on key platforms for brand awareness and conversion: television, mobile video, radio and streaming.
- TV and radio content co-producer in partnership with respective advertising agency.
- Manage the development of multi-platform content for a holistic campaign approach, including Social, Email, Events, Print, Broadcast integrations, etc.
- Part of the Growth Initiatives team, ensuring messaging consistency in Spanish adaptations across multiple platforms.

### ***Content Publisher, Univision, Houston, TX***

**January 2013 – May 2015**

- Developed and executed an analytics-based digital content strategy for KXLN- Univision 45 in Houston, with the fourth largest audience in the U.S.
- Produced and hosted weekly segments and reports for TV and Radio integrations.
- Worked closely with leadership and stakeholders to develop content and events that positioned the Digital branch for success.
- Chosen by the Office of the President of Univision Television Group to participate in the Millennial Development Program, geared towards the growth of a handful of high potential employees by participating in projects with executive leadership.

### ***Content Producer, Univision Interactive, Austin, TX***

**September 2010 – December 2012**

- Responsible for developing news, sports, lifestyle and entertainment content published across multiple Univision websites in the U.S.
- Digital Field Producer, Digital Content Strategist and Project Manager for special events such as Premios Texas in Austin and H2O Music Festival in Dallas.
- Took part in the CEO's "Idea Lab," a think tank of 20 carefully selected producers to develop original content ideas for upcoming digital platforms.

### ***Web Editor, Telemundo 39/NBC 5, Dallas, TX***

**December 2009 – June 2010**

- Digital journalist for KXTX, responsible for writing, editing and publishing local, regional and national content for the TelemundoDallas.com and other national platforms.
- Worked with news producers to develop complimentary content to the day's topics, as well as creating original content for on-air integrations.

## Education

**The University of Texas at Arlington, Arlington, TX**

**May 2010**

Bachelor of Communications, Broadcast News

Co-founder of UTA News En Español, producer and reporter

## Skills

- Fully bilingual (Spanish)
- Content Production
- Project Management
- Multi-platform Marketing
- Broadcast Production
- Content Strategy
- Writer/Editor
- Website Management/SEO
- Social Media Strategy
- On-air Talent for Radio and TV

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*No Whining Talent*