

Paula Machado

Represented by The NWT Group
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Experience

News & Entertainment Anchor/Reporter, InfoMás, Orlando, FL

June 2013 – Present

- Produce, shoot & edit news stories for 24-hour newscast
- Produce, shoot & edit weekly entertainment stories
- Write and edit web stories
- Produce and host bi-weekly magazine-style show "Revista"
- Produced, wrote & edited 30-minute documentary on Tijuana/San Diego border

Public Relations Intern, Walt Disney World, Orlando, FL

June 2012 – June 2013

- Produced editorial content for social media channels, generating interaction with global audience
- Managed English and Spanish multimedia sections of public relations website
- Hosted international and local media to increase product awareness
- Produced photo sessions with international celebrities; content distributed to global media
- Produced entertainment segments for worldwide media (US, Mexico, Brazil, etc.)
- Partnered with events team to orchestrate press events from start to finish

Anchor/Reporter/Producer, UCF Knightly News, Orlando, FL

January 2012 – May 2012

- Updated social media platforms daily with relevant news stories and polls, generating interaction among students
- Wrote stories, teases, headlines for weekly show
- Produced, shot and edited news stories being aired live and published online
- Produced first ever live Student Government Presidential Debate that streamed online and played on campus TV

News Intern, WKMG, Orlando, FL

August 2011 – December 2011

- Worked with special projects division to conduct investigative reporting
- Wrote stories for night newscast and logged competitor's programming line-up

News Intern, NY1 Noticias, New York, NY

June 2011 – August 2011

- Wrote and produced stories for a 24-hour newscast
- Assisted producing political show "Pura Política" by booking guest speakers
- Assisted covering: Same-Sex Marriage Law, Weiner Scandal, 9/11 10th Anniversary

Reporter, Univision WVEN, Noticias Univisión Florida Central, Orlando, FL Jan 2009 – Dec 2010

- Social media reporter and reporter for WNUE Mega Fest interviewing international celebrities
- Created first Facebook page for Noticias Univision Florida Central establishing station's presence on social media platforms
- Covered 2010 World Cup from Spain for Univision Orlando's Facebook page creating original video content
- Substitute producer of Despierta Orlando morning show
- Wrote and edited news stories packages that aired on 6pm and 11pm shows

Education

University of Central Florida, Orlando, FL

Double Majors: Broadcast Journalism and Spanish Language

Study Abroad: Madrid, Spain

Skills

- Bilingual Spanish/English
- Linear Editing
- Non Linear Editing (FinalCut Pro, Adobe Premiere Pro CC, Dalet & GrassValley)
- Newsroom Softwares (iNews, Dalet & GrassValley)
- Blogging (WordPress, Blogger & Tumblr)
- Social Media (Facebook, Twitter, Pinterest, Instagram, Snapchat, Periscope & LinkedIn)

Awards

- 2015, Bright House Networks' Employee of the Quarter
- 2014, Borikén's Reporter of the Year Award
- 2012, La Prensa's 2012 Outstanding Female Youth Leader
- 2011, RTDNA Carole Simpson Scholar
- 2011, HACU NASCAR/Wendell Scott Award
- 2011, HSF Wachovia Wells Fargo Foundation Scholarship
- 2011, NAHJ Ford Blue Oval Scholarship
- 2010, NAHJ Ruben Salazar Scholarship Recipient
- 2010, NAHJ "Tell us your story" Contest Winner

Extracurricular Activities

■ **Radio Television Digital News Association (RTDNA)- Education Chair Board Member, January 2010 – May 2012**

- Organized annual UCF Spring Seminars by researching for guest speakers and workshops
- Contacted guest speakers from the industry for monthly workshops and fundraising activities
- Organized Spanish Language Workshop at the annual UCF RTDNA Spring Seminar 2010

■ **National Association of Hispanic Journalists (NAHJ)- Central FL Student Representative, January 2009 – December 2012**

- Multimedia Journalist for NAHJ Parity Project: Interviewed, photographed, and edited piece on Orlando Sentinel's HispanoSphere blog
- Participant in Student Campus for the 2010 NAHJ Convention in Denver, CO
- Established an NAHJ chapter at the University of Central Florida & recruited students

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No Whining Talent