

# Orieta Barbetta

Represented by The NWT Group  
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## Experience

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

**May 2015 – Present**

- Work with multiple advertising agencies in New York, Chicago, Miami and Dallas to produce TV and radio content in a fast-paced promotional environment.
- Oversee production of assets according to the seasonal marketing strategy on key platforms: television, digital video, radio and streaming audio, social media and magazine.
- Work with copy editors to develop Spanish adaptations of all media assets.

### ***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 Hispanic audience in the U.S.
- Solely managed all aspects of the website, including cross-platform integration as well as provided possible content ideas for sponsors.
- Worked closely with the National Digital team to develop relevant local stories to be featured on the Univision.com homepage, which had over a million U.S. and international users daily.
- Monitored websites, wires and social media to develop relevant and original stories for the digital and linear platforms.
- Wrote and anchored news briefs and delivered live on-air reports.
- Edited VOs and SOTs using Adobe Premier for all digital platforms, including social media.
- Social Media manager and Community manager for all 45 Univision platforms.
- 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.
- Traveled abroad to produce digital and linear content for the death of Venezuelan president Hugo Chavez in 2013.

### ***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)
- Digital Content Production
- Media Project Management
- Multi-platform Marketing
- Broadcast Production
- Content Strategy
- News writer/editor
- Website Management/SEO
- Social Media Strategy
- On-air Talent for Radio and TV
- Adobe Premier
- Adobe Photoshop

*No Whining Talent*