

# Denny Alfonso

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## Experience

### ***Anchor/Reporter/Producer, ESPN***

**September 2017 – Present**

- Anchor, produce, and write the entire ESPN's TV Series "*Soccer in America*", in both English and Spanish. The documentary-style production includes a 1:1 exclusive interview with soccer personality David Beckham.
- Soccer in America Series: crew coordination in six cities around the U.S, budget reviews and logistics.
- Anchor, produce and write the original ESPN Digital series "*Lo Que No Sabias De*", including special coverage and assignments for the Russia World Cup.
- Provide coverage, analysis and interviews during main sports events including, MLB World Series, NBA, NFL and MLS regular seasons, playoffs and finals.
- Report from the field, delivering LIVE reports for the ESPN TV and digital platforms.
- Write AP style articles related to sports coverage on a daily basis, to be publish in English and Spanish at the ESPN Digital platforms worldwide. Special assignments included interviews with NBA's Kobe Bryant and LeBron James.
- Pitch coverage of main events to executive producers, preparing content across all on-air and digital platforms. ESPN's Social Media execution: Facebook, Instagram and Twitter. Review SEO analytics with web team, implementing the mobile-first storytelling.

### ***Anchor/Commentator, ESPN-LATAM***

**August 2016 – September 2017**

- Hosted the Rio Olympics 2016 for the ESPN LATAM TV broadcast with over 40 million people worldwide watching/Produced & wrote the daily recap on Latin-American athlete's performance during the 2016 Olympics.
- Anchored the 'Day in Review' segments during the ESPN 24/7 coverage.
- Hosted #YoRioXESPN Radio coverage for the affiliates in Latin-American markets. Giving inside and analysis, conducting LIVE competitions in Olympic sports. Narrated soccer, boxing, swimming, and gymnastics among other disciplines.
- Anchored Sports Center for ESPN LATAM Colombia & Argentina editions/Implemented ESPN content & Olympics coverage on social media.
- Collaborated digital coverage with daily updates and information, curated for audience impact on Facebook, Instagram and Twitter for the ESPN LATAM team.

### ***Investigative Reporter/Anchor, NBC News/Telemundo***

**January 2014 – January 2016**

- Researched, reported and wrote high-impact exclusive investigative enterprise and consumer stories.

- Conducted interviews for national and regional investigative reports, including exclusive reports with the SWAT team, the LAPD Air Force, the FBI and the DHS.
- Found stories with impact in the US and Latin America, working in conjunction with the US Border Patrol to report on human and drug trafficking, between US and Mexico / Central America.
- Supervised the collection and organization of records gathered during the investigations, leading the Telemundo Los Angeles I-Unit team coordinating digital video and sources.
- Anchored the 'Telemundo-Responde' segment, oversee the team and the digital effort to generate audience outreach in the US and Latin America.
- Prepared and provided content across all on-air and digital platforms and review analytics with web team, implementing successful approach in Facebook and Twitter.

***Investigative Unit, NBC News/Today Show***

**June 2011 – November 2013**

- TODAY Show/Secret Service scandal exclusive 201/ Producer in charge of getting the 1:1 interview given by the woman involved in the investigation in Cartagena-Colombia/Also interpreter.
- Produced segments for the Investigation Unit at NBC-WVIT as assigned & create content for recorded programs and/or during other live broadcasts, write and report stories for the social media platforms.
- Gathered and verified information regarding a story through interview, observation and research/Led investigations related to the Hispanic community.
- Communicated with assignment editors and managers regarding story development, progress in the field and/or breaking news stories including the Hurricane Season and the Presidential Election.
- Created web and digital content that complemented the NBC local multimedia platform and content used by msnbc.com, Facebook & Twitter.
- Pitched stories/guests/series ideas to senior producers for all segments of TODAY.

***NY Correspondent, Associated Press***

**January 2013 – January 2014**

- Covered general assignment news in the NYC area, including the United Nations.
- Gathered information regarding a story through interview, observation and research.
- Reported and wrote stories from New York City for the Associated Press Latin America Desk platform used by affiliates and published in different media outlets worldwide.

***CNN en Español/NY Radio Correspondent, CNN***

**January 2005 – December 2012**

- Covered news as assigned and report the facts on radio station's newscasts around LATAM, recorded or during live broadcasts out on location.
- Tracked the latest development and news at the United Nations generating live reports for CNN E affiliates in South America y EEUU.
- Coverage of polls in 2008 and 2012 presidential elections.

- Reported live from the scene generating radio capsules for the Atlanta Headquarters data base, delivered over 40 radio stations in the US and South America.
- Generated content for the data information new media platform used by affiliates in LATAM.

***Anchor/Managing Editor, HITN TV***

**February 2008 – October 2009**

- Anchored, produced and wrote rundowns for the HITN TV national news segment.
- Investigative Reporter for HITN special series affecting the immigrant community in the EEUU.
- Reported breaking news during live newscasts as well as outside regularly scheduled newscasts.
- Gathered and verified information regarding a story through interview, observation and research then prepare for presentation in the newscast Informe Especial aired nationwide. Implemented content for effective SEO & Social Media.
- Covered the United Nations Security Council and General Assembly, assignments include 1:1 interview with Bolivian President Evo Morales. Conducted interviews with former Argentinean President Cristina Kirchner, Colombian former President Alvaro Uribe, & Chilean President Michelle Bachelet during the UNASUR annual reunion.
- Coverage of polls in US 2008 presidential elections, and inauguration ceremony.

***NY Radio Senior Producer/Reporter/Writer, Univision Communications***

**Jan 2005 – Oct 2007**

- Produced and wrote breaking news and feature segments for signature primetime daily newscast, including newsmaker interviews, packages, and guest segments.
- Led and supervised Univision Radio NY editorial news team for the morning show at WADO 1280 AM. Planned and executed daily newscast, coordinated interviews and broadcast the information.
- On Air Reporter on Univision Radio, searching stories that influenced the Hispanic market in the US, conducted interviews with local, national and international authorities.
- Developed news draft and help producers in all areas of executing daily newscast for Univision TV Channel 41. Tasks included writing, creation of run-downs, and supporting graphics.

**Special Assignments**

***Digital Consultant/News Director, Vatican Press-DeSales Media***

**January 2016 – July 2016**

- Directed overall coverage of the election process in the US, on the broadcast and new media platforms. Coordinated with marketing team effective media approach.
- Conducted interviews with Democrat Presidential Candidate Hillary Clinton and exclusive 1:1 with NYC former Mayor Rudolph Giuliani during Republican Convention.
- Reported from the field the primary election process and conventions for both parties and distribute content for the digital team.
- Directed the international coverage of Pope Francis visit to Mexico, leading a team of 30 people to produce and broadcast from the field in Juarez and MX Distrito Federal / Manage freelancers.

- Managed the flow and planning of engaging content across platforms leading a news team of 10 people in New York City/Reviewed scripts and approved stories for newscast in English & Spanish.
- Implemented the social media aspect during coverage, delegating the cross-promotion of digital video on social media. Implemented the mobile-first storytelling and SEO, maximizing content and production for Facebook, Twitter, and Instagram.

***Anchor/NY Correspondent, Yahoo***

**2011 – 2014**

- Brazil 2014 World Cup Special- Anchor / Soccer platform moderator and expert.
- Produced news for on-line audiences. Digital editing of video and sound.
- Coverage of news assignments including entertainment, sports & social in English and Spanish.
- Multiplatform NY Correspondent and anchor for the Yahoo Latin America site with over 60-million visitors worldwide / Conducted interviews for the Olympics 2012 Athletes series for Yahoo Sports.

## **Education**

### **Columbia University**

Masters in Journalism/Broadcast, New Media & Web Development dual program IL3 Barcelona U.

### **Xaveriana University**

Bachelors, Journalism/Media Marketing

## **Skills**

- Spanish-fluent/Italian-conversational
- I-News, Stratus, AVID-Pro Tools, Vortex, Dalet, Final Cut, Edius, Adobe After Effects, HTML, WordPress, Dreamweaver, SEO
- International Field-Documentary producing experience: Arab Emirates, Venezuela, Mexico, Colombia, South Africa and Cuba.

## **Awards**

- **Emmy Winner-2014** Investigative Reporter for NBC's Telemundo KVEA 11pm Newscast
- **FIAC Media Achievement Award Scholarship Honoree**, Columbia University Graduate School of Journalism -Barcelona University
- **Media Award for Excellence in News Making / Informe Especial 2008**, Federation of Hispanic Chamber of Commerce of the State of New York