



# Natalia Malsenido



Represented by **The NWT Group**

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## EXPERIENCE

### KLAS-TV, Las Vegas, NV

Senior Producer

November 2023 – Present

### Las Vegas Now

Senior Lifestyle Producer

January 2020 – November 2023

- Created "Las Vegas Now En Español," as a weekly digital program
- Promoted to Senior Lifestyle Producer January 2022
- Overseeing the content, look and production of "Las Vegas Now"
- Initiate ideas for stories and coverage, including the integration of content on-air, on-line, and through social media in English and Spanish
- Supervise host/reporter assignments
- Develop contacts, research and book guests

### KOKH FOX, Oklahoma City, OK

Lifestyle Producer

### "Living Oklahoma" & "Al Día con FOX 25"

Sept. 2015 – September 2019

- Developed and executed editorial content and creative direction of a daily live show and weekly digital show in Spanish
- Selection and booking of guests, musical acts, interviews and other segments for the content of each show in English and Spanish
- Oversight of hosts and production team
- Responsible for coordination of sales integrated segments
- Generated content initiatives and special projects to grow English and Spanish audiences

### KTUZ Telemundo, Oklahoma City, OK

Producer/Weekend Anchor

### "Accion Oklahoma"

Oct. 2014 – Sept. 2015

- Responsible for editorial content, writing, editing, graphics of live daily newscasts
- Presenting "Accion Oklahoma" live weekend newscasts in addition to producing
- Created and delivered digital content for the website and social media platforms

### KTUZ Telemundo, Oklahoma City, OK

Reporter/MMJ

Oct. 2013 – Sept. 2015

- Developed connections in the Hispanic community to generate impactful story ideas and local angels to big stories
- Shoot, write and edit stories for broadcast and digital platforms
- Reported live in the field several times a week

### KTUZ Telemundo, Oklahoma City, OK

10PM Producer

### "Accion Oklahoma"

2013 – 2014

## EDUCATION

University of Central Oklahoma

2014

## Skills/Accomplishments

- Fluent speaking, writing and reading in English and Spanish
- Adobe Audition, EDIUS, Final Cut, and DSLR, JVC-HD cameras
- iNews, News King
- News Director 'Oklahoma Institute for Diversity in Journalism'
- Special Adviser; University of Oklahoma "OU Nightly En Español" VP, NAHJ Oklahoma 2013-2015
- NBC University Master class @NAHJ 2019

## Specials

- Grammys 2022
- ACM Awards 2022
- NFL Draft 2022
- Billboard Awards 2022
- CinemaCon 2022
- \*Gold Cup half-time performance 2021 (Exclusive)

Celebrities including:

- Chris Tucker
- Marlon Wayans
- John Legend
- Christian Siriano
- \*Carlos Santana
- Jody Watley
- Backstreet Boys (AJ McLean and Nick Carter)
- Paula Abdul
- Dapper Dan
- Elaine Welteroth
- \*Alejandro Fernández (Exclusive interview)
- \*Banda MS (exclusive Interview)
- \*Anitta
- \*Kaliuichis
- RuPaul Drag Race winners
- \* Spanish

## Social Media



Natalia-Malsenido



@NMalsenido1



@NataliaMalsenido



@NataliaMalsenido