

# Beatriz Oliveira

Communications Specialist

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Portfolio: <https://bnro.journoportfolio.com/>

## Professional Summary

Creative and strategic communications professional with newsroom and brand storytelling experience. Skilled in writing, multimedia content creation, crisis and issues communications, and cross-functional collaboration. Known for producing clear, compelling messaging in fast-paced environments while maintaining accuracy, brand voice, and audience trust.

## Professional Experience

### Content Center Digital Editor & Logistics Coordinator

WFTV Channel 9 (ABC Affiliate) — Orlando, FL | Dec 2023 – Present

- Coordinate newsroom logistics and cross-team communication during breaking news and major events.
- Write, edit, and publish digital news content under tight deadlines while maintaining accuracy and editorial standards.
- Monitor emerging stories and support rapid-response messaging across digital and social platforms.
- Collaborate with reporters, producers, and leadership to ensure consistent internal and external communication.

### Reporter

UCF Office of Research — Orlando, FL | Oct 2022 – Dec 2023

- Wrote press-ready stories highlighting university research, faculty expertise, and innovation.
- Conducted interviews and translated complex topics into clear, audience-friendly messaging.
- Supported institutional communications by aligning storytelling with organizational priorities.

### Producer / Podcast Producer Intern

WMFE 90.7 (NPR Affiliate) — Orlando, FL | Jan 2022 – Feb 2023

- Edited 700+ minutes of podcast audio for broadcast and digital platforms.
- Supported editorial planning, research, and story development for science and travel programming.
- Collaborated with hosts and producers to maintain narrative clarity and production quality.

## Education

Bachelor of Arts in Journalism (Broadcast)

Bachelor of Arts in Political Science

University of Central Florida

## Skills

Communications Strategy • Crisis & Issues Communications • Digital Storytelling • Media Monitoring • Social Media Strategy • AP Style Writing • Multimedia Editing • Cross-Functional Collaboration • Adobe Creative Suite • Fluent in Portuguese