

Nelly M. Ontiveros Cervantes

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EXPERIENCE

The Wall Street Journal - Social Media Editor

March 2023 - April 2024

- Led [WSJ's social platforms](#) focusing on X, Facebook, LinkedIn, Threads and Whatsapp, crafted social language, designed Instagram stories for breaking and exclusive news, created [X threads](#), polls and visual components to appeal to a social audience of 40 million people.
- Analyzed social data, identified high-performing posts to reshare, built a priority calendar for upcoming coverage and assigned a customized treatment to top stories, including investigations, breaking and scoops.
- Reviewed story drafts and collaborated with editorial staff on social copy and promotional images.
- Strategized social posts for WSJ's live blogs during tentpole events, including debates and legal verdicts.

Orlando Sentinel - Digital Producer

March 2021 - March 2022

- Managed and updated content on the homepage and managed publishing on Facebook and Twitter.
- Wrote, edited and published traffic and police briefs, reported on overnight events and breaking news, and contributed to the weather coverage and Covid-19 daily updates.
- Assembled and sent the morning newsletter, and produced and scheduled mobile and web alerts.

Orlando Sentinel - Reporting Intern

Sept. 2022 - Nov. 2022

- Reported on [local developments](#) for the Safety and Justice team, delivered news in a fast-paced environment and attended weekly meetings with editors to discuss coverage, priorities, website visits and performance.
- Worked with law enforcement agencies to retrieve information and request public records.
- Participated in election coverage, bringing Florida voters closer to the relevant issues in their districts.

The Wall Street Journal - DJNF Digital Platform Intern

June 2022 - Aug. 2022

- Powered WSJ's social platforms during daily shifts focusing on Twitter, Facebook, LinkedIn and Instagram, crafted and scheduled posts.
- Designed stories for WSJ's Instagram account and repackaged [visual stories](#) to expand their reach on Google.
- Managed and curated WSJ's homepage and app, edited headlines and wrote summaries on desktop and mobile platforms, determined the placement of stories based on performance and audience strategy, and collaborated with the platform team to generate and send push alerts.

Orlando Weekly - Editorial Intern

May 2021 - Aug. 2021

- Provided coverage of local news and businesses and pitched story ideas on a weekly basis.
- Conducted research and fact-checking, created weekly photo galleries based on Google searches and seasonal trends.

Central Florida Public Media - Reporter/Radio Production Intern

Aug. 2020 - Dec. 2020

- Co-produced weekly episodes of ["Are We There Yet?"](#) and offered thorough coverage of the space beat.
- Booked guests, edited audio interviews, wrote scripts, arranged social media treatment for web stories and episodes on Twitter and Instagram.

SKILLS

Adobe Creative Suite: Adobe Premiere Pro, Adobe Audition, InDesign; SocialFlow, Chartbeat, CrowdTangle, Later, Microsoft Office, Excel, PowerPoint, Canva, Arc Publishing, WordPress, Newsgrid, Twitter, Instagram, Facebook, LinkedIn, Threads, WhatsApp, Snapchat, TikTok, photography, AP Style, headline writing, fact-checking, editing, feature writing, live blogging, social media strategy; languages: English, Spanish.

EDUCATION

University of Central Florida

Bachelor of Arts degree in Journalism with a minor in History.

December 2022

LEADERSHIP AND TRAINING

Nicholson School Media - Editor in Chief

Aug. 2022 - Dec. 2022

- Managed day-to-day operations, led pitch meetings and oversaw editors and over 100 student reporters.
- Monitored workflow, decided homepage placement and coordinated coverage of university and local news.
- Coached reporters on writing structure, AP Style, reporting practices, visual storytelling and ethics.

Dow Jones News Fund Digital Media Cohort

May 2022

- Reinforced knowledge of visual storytelling and multimedia reporting, learned SEO headline writing and methods to build infographics, charts, maps and timelines.
- Studied beginner-level coding and learned news product literacy and the steps to meet digital users' needs.

NPR NextGenRadio

May 2019

- Produced a non-narrated audio story focusing on the challenges of immigration and its effect on mental health.
- Transcribed and edited an interview, edited the audio file and wrote an 800-word feature matching the audio narrative.

PROFESSIONAL AFFILIATIONS

National Association of Hispanic Journalists

2021 - Present

Active member

ACCOLADES

Steven Sotloff Memorial Endowed Scholarship

2020

Issued by UCF Nicholson of Communication and Media

Spirit of Excellence Award

2017

Issued by Orange County Public Schools