

Heather Allen

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Education

San Jose State University, San Jose, CA
B.S. Journalism

June 2023

De Anza College, Cupertino, CA
A.A. Journalism, Advanced Certificate Public Relations
Dean's scholar 2020-2021

June 2021

Skills

Google Suite; Microsoft Office; Canva; Adobe Premiere Pro; Zoom; Social media: Instagram, Twitter, Facebook, LinkedIn, YouTube and Reddit; Research; Data entry; Data analysis; Interviewing; Storytelling; Critical thinking; Public speaking; Interpersonal communication; Organization; News judgment; Time management; Newswriting; Editing; AP style; Networking; Ability to work under pressure.

Experience

Social Media and Communications Lead, Planned Parenthood GenAction SJSU, Aug. 2021-Present

- Research and develop interactive content for social media and post it to Instagram and Sammy App.
- Respond to any inquiries on our social media.
- Generate awareness about events sponsored by the club or issues that are relevant to its members.
- Collaborate with other clubs in awareness campaigns as needed.

Opinions Editor, La Voz Newspaper, De Anza College

Jan. 2021-April 2021

- Research and pitch engaging opinions stories for the newspaper weekly.
- Edit reporter's stories for continuity, grammar and AP style by suggesting changes in shared Google Docs that reporters would later approve or clarify.
- Work closely with the editorial and reporting teams to meet deadlines and publish stories to the newspaper website.

Reporter, La Voz Newspaper, De Anza College

Sept. 2020-Dec. 2020

- Pitch stories to editorial staff or take story assignments at weekly meetings.
- Research, conduct interviews, produce graphics or provide photos for stories.
- Write accurate, informative and engaging stories for publication on the newspaper website.
- Take photos or provide graphics that enhance stories.