

# Alexandra Lo Re Aguirre

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## PROFESSIONAL EXPERIENCE

### Associate Producer | Dateline NBC, New York, NY

*July 2019- Present*

- Co-produced Emmy winning documentary style reports about national crime stories such as the infamous Murdaugh Family Murders and The Gucci Assassination, and breaking news topics such as COVID, Elections, Racial Injustice in America and Climate Change
- Booked interview subjects, wrote correspondent questions, supervised shoots, oversaw production, fact-checked and covered and filmed trials
- Filmed various events and conducted interviews for exclusive digital and social “web extra” videos in support of relevant projects
- TikTok reported multiple stories for verified Dateline NBC TikTok page, garnering tens of thousands of views per video
- Wrote, edited and scripted pieces for NBC News Digital website and social media regarding relevant crime news stories

### NBC Page | NBC Universal, New York, NY

*May 2018-July 2019*

#### Social Media Marketing

- Wrote copy and posted content on Bravo and Oxygen social media handles and all adjacent show handles
- Facilitated first-ever *Bravobolus* event at Bravo HQ– developed and executed logistics including interactive panels, décor, tours, menu etc.
- Aided in Podcast operations and developed questions and talking points for unique interactive content with Bravo Talent

#### Social and Digital News Gathering

- Edited, filmed, wrote and produced video and created reporter packages regarding current events/breaking news in and around New York City
- Wrote and edited news articles for NBC New York Digital platforms and all adjacent social verticals
- Managed @NBCNewYork Instagram handle and posted three pieces of news content per day, growing following by 4K in three months

#### Integrated Marketing + Branded Content: Network Partnerships

- Created client decks, one-sheets and recaps for the Integrated Marketing team for TODAY Show, Nightly News, CNBC and MSNBC
- Wrote branded content scripts, edited video and created sizzle reels for NBC News branded content posted on Snapchat, Instagram and Digital
- Booked talent, developed scripts and foresaw brand language execution at the StitchFix Red Carpet partnership with TODAY & BuzzFeed

#### The Rachel Maddow Show Production Assistant

- Fact-checked, researched, edited and cut video for script for the 9p hour of MSNBC, The Rachel Maddow Show
- Escorted talent, politicians, congressmen/women and facilitated coordination to and from set and greenroom

### English Teacher | Colegio Beethoven, Madrid, Spain

*September 2017- May 2018*

- Taught English as a second language to multiple first and second grade classes, providing a diverse interactive learning environment
- Collaborated with other teachers to find the most effective methods to teach English to non-native Spanish speakers

### Editor-in-Chief | Her Campus Media, Tallahassee, FL

*January 2015 – May 2017*

- Managed and hired team of 70+ undergraduate writers, editors and photographers
- Grew social following and engagement on Facebook and Instagram with interactive social media campaigns
- Scheduled, published and top-edited all content on site and social media outlets

### Social Media Marketing and Digital Editorial Intern | NBCUniversal, Telemundo, Miami, FL

*June 2016 - September 2016*

- Interviewed Telemundo talent on red carpet at annual award show, Premios Tu Mundo, posted to social handles
- Posted on social media platforms for several Telemundo accounts (25K views per Snap, 2K+ likes per IG photo)
- Wrote script for branded content online video series sponsored by Kohl's for morning show, Un Nuevo Dia
- Aided marketing teams on branded content deals surrounding the 2016 Olympics for Telemundo website

## SKILLS

Fluent in Spanish and Italian, Microsoft Suite, Adobe Photoshop, Adobe Premier, Google Analytics, Social Media Analytics, Social Media Strategy, Digital Content Creation, Marketing & Advertising, Copywriting, Content Scheduling and Managing, Clickability CMS, Drupal CMS, iNews, Trello, Slack, Outlook, Wordpress, BOX, Dash Hudson, CNVS, Volicon, PAT, Chartbeat, SocialFlow, Finecut.

## EDUCATION

Florida State University, 2017

Bachelors Degree in Media Studies in Communication

Bachelors Degree in English: Editing, Writing and Media