

# Lucciana Choueiry

*Journalist*

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## Summary of Qualifications

- Proven expertise in pitching, writing and fact-checking longform narrative and news stories for leading Texas publications, including Texas Monthly and Austin's NPR (KUT).
- Exceptional research and investigative abilities, adept at analyzing public records, conducting interviews and verifying complex data sets for in-depth editorial projects.
- Skilled in multimedia journalism, producing written, audio, and web content with a rapid turnaround, consistently delivering high-quality stories on deadline.
- Leadership in newsroom operations, with experience in hiring, training, and mentoring reporters and interns, while managing content production and editorial workflows across various platforms.
- Proficient in social media strategy and SEO, including the use of key terms and metadata to optimize content, and managing platforms to increase audience engagement and growth for news outlets and organizations.

## Education

### Bachelor of Science in journalism

*Texas State University, San Marcos, Texas*

*Minor: Media studies*

May 2025

*GPA: 4.0*

**Relevant Coursework:** Data journalism, multimedia journalism, TV news, news reporting, writing to change the world

## Organizations

- Investigative Reporters & Editors member
- Co-president of Arab Culture Club
- Member of CBI-TXST
- VP of Texas State's Society of Professional Journalists
- Council of Scholars member
- Phi Kappa Phi Society

## Languages

- Fluent in English
- Fluent in Arabic
- Fluent in French

## Relevant Experience

### News Editor

*The University Star, San Marcos, Texas*

May 2024 – Present

- Solely responsible for breaking news coverage, including high-profile events such as the Texas State University presidential debate cancellation, which garnered over 20,000 media impressions.
- Generated top stories for 4 consecutive months, each with 10K+ media impressions; wrote 2+ local politics stories weekly where several were picked up by larger media outlets such as KXAN and KVUE.
- Managed a team of 20 reporters through a newly implemented beat system with seven distinct coverage areas, providing hands-on mentorship and editorial oversight to ensure high-quality reporting and adherence to deadlines.
- Led the design and editorial planning for weekly news pages on InDesign, strategically balancing content and visuals to engage readers and enhance campus-wide interest.
- Recruited and trained new reporters, fostering a collaborative newsroom culture while equipping them with tailored resources to succeed in their specific beats through a beat system.
- Edited 6 news stories per week for accuracy and adherence to AP and Star style guides, ensuring professionalism and clarity in published content.

- Presented monthly all-staff meetings for a newsroom of 150, coordinating cross-departmental collaboration and setting the editorial direction for the news section while actively contributing story ideas in weekly budget meetings.

### **Editorial Intern**

August 2024 – Present

*Austin Woman Magazine, Austin, Texas*

- Edited and refined over 30 articles for publication, ensuring adherence to editorial standards and enhancing the clarity and impact of each piece for a readership of 500,000 annually.
- Designed more than 25 visually compelling magazine spreads using InDesign, contributing to the magazine's aesthetic appeal and engagement.
- Developed and executed a strategic social media plan that included crafting captions, selecting hashtags and integrating SEO key terms, resulting in a measurable increase in online engagement across platforms.
- Planned and coordinated events that brought together influential speakers and panelists, successfully helping host 4 highly anticipated events that promoted community engagement and supported over 100 local nonprofits.
- Proactively sought out and interviewed over 30 Austin women for feature stories, showcasing diverse voices and experiences, and highlighting the accomplishments of women in the community.

### **Writer**

August 2024 – Present

*Her Campus Magazine, San Marcos, Texas*

- Wrote weekly articles for the leading Gen Z magazine in the U.S., covering topics like women in politics and profiles of Congresswomen, ensuring relevant, timely content for a diverse audience.
- Selected multiple times by Her Campus national outlet for feature publication, contributing to a platform with over 534 million web and social views in 2023.
- Collaborated with editorial teams to refine story ideas and maintain alignment with the magazine's voice, consistently producing high-quality, engaging pieces.
- Researched and analyzed trending topics to craft compelling articles that resonate with Gen Z readers, driving reader engagement and social media interaction.

### **Editorial Intern**

June 2024 – September 2024

*Texas Monthly, Austin, Texas*

- Crafted longform narrative stories for Texas Monthly, a magazine with a monthly audience of over 30 million, including a feature on Texans competing on a Netflix BBQ show that ranked among the top three stories for a week.
- Thoroughly fact-checked staff writers' pieces for monthly print issues, ensuring accuracy by reaching out to sources for verification, confirmation of critical information and finding data.
- Pitched various content ideas tailored to Texas Monthly's editorial focus, contributing to the magazine's ongoing narrative about Texas culture, politics and history.
- Conducted in-depth research for stories, including analyzing politicians' histories, interpreting complex graphs and reviewing jail records, as well as sorting through legislative session documents and examining senators' and representatives' voting trends to add depth to narrative pieces.
- Attended monthly all-staff meetings, contributing to the "pitch sheet" where writers and editors discuss pitches in depth, and offered insights and critiques.
- Participated in weekly training sessions led by different writers, editors or producers each time, tackling various topics like longform storytelling, podcast production, editing and fact-checking to enhance skills and knowledge in the field.

### **Local News Intern**

June 2024 – August 2024

*Austin's NPR-KUT News, Austin, Texas*

- Pitched and produced over 40 high-impact stories for KUT News Now with a one-day turnaround or less, consistently meeting tight deadlines while maintaining journalistic quality and depth.
- Produced a variety of story formats, including SPOTS, cut-and-copies, voicers and readers, ensuring content was tailored for optimal audience engagement on-air.
- Crafted compelling scripts, conducted in-depth interviews, recorded and meticulously edited audio for stories broadcast on KUT, contributing to the station's trusted local coverage.
- Produced a 9-minute feature for ATXplained, spending three months on research, interviews and narrative development to answer a community-submitted question, providing an in-depth look at Austin-related topics that resonated with local listeners.

- Expanded radio stories into detailed web features when necessary, enhancing KUT's digital presence with well-researched and engaging content that increased audience reach across platforms.

### **Journalist Intern**

December 2023 – May 2024

*The Borgen Project, Asynchronous*

- Engaged with U.S. Congress members weekly to advocate for key poverty-reduction legislation, building relationships and contributing to efforts that shape national policy.
- Wrote weekly articles on poverty reduction strategies, global health initiatives and technological innovations, driving awareness and supporting advocacy efforts through insightful and well-researched content.
- Led a successful fundraising campaign for The Borgen Project, raising over \$500 by mobilizing networks and utilizing strategic outreach to support global anti-poverty initiatives.
- Consistently met tight deadlines, delivering high-quality written work and completing weekly tasks by Friday, showcasing strong time management and attention to detail.
- Developed expertise in NGOs, global poverty and fundraising by engaging directly with world leaders and activists, gaining valuable insights into international advocacy and policymaking.

### **Managing Intern Editor**

May 2023 – August 2023

*The961, Beirut, Lebanon*

- Recruited, hired, and managed a team of over 30 interns specializing in writing, translation, and social media, ensuring high performance and alignment with editorial goals.
- Led intern training programs on platforms such as WordPress, The961 website and Camayak, equipping interns with essential skills for content management and digital journalism.
- Cultivated a collaborative and growth-focused environment, providing editorial guidance, story editing and overseeing comprehensive coverage of Lebanon's presidential election, ensuring accuracy and depth in reporting.

## **Additional Experience**

### **Student Coordinator**

August 2023 – Present

*Texas State Honors College San Marcos, Texas*

- Assisted Honors College faculty with admissions and distributing acceptance letters.
- Designed posters and signs on Canva for college events and answered inquiries.
- Guided students through the Honors College application process.
- Moderated panels for events, including Women's History Month.

## **Skills**

- Tableau      - Adobe Audition      - Google Trends      - AP Style      - OpenRefine      - InDesign
- Excel      - Data visualization      - Adobe Premiere Pro      - Adobe Photoshop      - Audio/Video storytelling

## **Awards and Scholarships**

- 2024 SPJ San Antonio Scholarship      - 2024 Stuart Long Headliners Scholarship      - 2<sup>nd</sup> place TV News TIPA
- 2024 SPJ Fort Worth Scholarship      - 2024 Presidential Upper-Level Scholarship      - 2023 Sinclair Broadcast Diversity Scholarship

## **Volunteerism**

**Volunteer,** Youth Service Bureau

October 2024

**Volunteer,** Texas State Bobcat Build

April 2022

**Volunteer,** Lebanon Caritas

August 2020