

Lauren Leija

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EDUCATION

The University of Texas at Austin, Moody College of Communications <i>B.A. Journalism, Government Minor</i>	May 2025
UTNY — NYC Internship-First Program <i>Moody College of Communications Scholarship</i>	Summer 2023
Palo Alto College <i>A.S., Biology Magna Cum Laude</i>	May 2022

Licenses & certifications: Influencer Partnerships (*Partnerships Experience Academy*)

WORK & LEADERSHIP EXPERIENCE

Office of the Dean of Students — <i>Student Content Creator</i> ; Austin, TX	August 2024 - Present
<ul style="list-style-type: none">Filmed and edited multimedia content, including skits and event footage, using Adobe Premiere and CapCutAttended events and recorded individuals to capture dynamic, authentic content for DoS social media platformsDeveloped creative, high-quality social media posts that enhanced engagement and maintained brand consistency	
The Austin Chronicle — <i>Editorial Intern</i> ; Austin, TX	August 2024 –December 2024
<ul style="list-style-type: none">Wrote and pitched engaging stories for an alternative Austin newspaper, focusing on local culture and eventsFact-checked and copy-edited articles to ensure accuracy and maintain editorial standardsCollaborated with fellow interns to produce content, conducting interviews and crafting well-researched listicles highlighting Austin’s local culture and trends	
The Daily Texan — <i>News Desk Editor</i> ; Austin, TX	January 2023 –Present
<ul style="list-style-type: none">Maintain accuracy in capturing accurate information regarding UT Austin and the broader Austin area, ensuring the delivery of concise, reliable and fact-checked articlesCollaborate with the news team, editors, and photographers to produce two weekly AP-style news stories as senior news reporterConduct and transcribe interviews for diverse media entities and students, actively participated in various events to gather comprehensive information for coverage	
iDayDream Studios — <i>Brand Communications Intern</i> ; Remote	June 2024 –August 2024
<ul style="list-style-type: none">Monitored and analyzed performance metrics for social media ad campaigns, providing insights and recommendations for optimizationAssisted with the creation and scheduling of social media posts across Facebook, Instagram, YouTube and TikTokCollaborated with the marketing team to develop content strategies and ensure consistent brand messaging across all platforms	
KUT News — <i>Digital Content Intern</i> ; Austin, TX	January 2024 –April 2024
<ul style="list-style-type: none">Collaborated with the digital news team to conduct in-depth research and generate engaging content optimized for web and social media dissemination.Provided consistent and accurate Spanish translations for articles slated for website publicationCreated and produced an audio and webpage investigative, crowdsourced journalism project – ATXplained.	
National Hispanic Institute — <i>Communications Director</i> ; San Antonio, TX; Austin, TX	January 2020 – October 2024
<ul style="list-style-type: none">Manage and create original content for the @NHIAustin Instagram account, leading to a monthly outreach to over 1,500 accounts and a substantial increase of 100+ followersGuide and mentor more than 500 high school students in developing leadership and public speaking skills while serving in multiple positions of responsibility for summer leadership programs	
The Garnette Report — <i>Journalist Intern</i> ; New York, New York	June 2023 –August 2023
<ul style="list-style-type: none">Crafted impactful news and politics articles, consistently meeting daily noon deadlines dailyEmployed successful SEO copywriting techniques to achieve SEO-approved status for all articles consistently, ensuring optimal readability through WordPress managementPitched and secured 100% of story assignments, conducted in-depth interviews that yielded valuable insights and maintained strong communication with editors and supervisors to ensure timely and accurate delivery of projects	
New Frontiers Public Schools — <i>Brand Ambassador Intern</i> ; San Antonio, TX	June-August 2022
<ul style="list-style-type: none">Served as a translator for Spanish-speaking families during recruitment process of 9th-10th grade students to early college high school programs	

SPECIAL PROJECTS

KLRN — <i>Interview Panelist</i>	
<ul style="list-style-type: none">One of five panelists to represent San Antonio District 3 in a discussion about the climate-change documentary "Greta Thunberg: A Year to Change the World"	
EcoRise — <i>Consulting Project for San Antonio Food Systems Plan and Food Coordinator Position</i>	
<ul style="list-style-type: none">Conducted research on U.S. city food system plans to integrate into San Antonio and gathered buy-in from the San Antonio Office of Sustainability team by presenting market analyses for food systems plan with team	
Creative Arts and Theater — <i>Performer/Director</i>	
<ul style="list-style-type: none">Served on the production staff and performer for various student-written shows, demonstrating versatility and commitment	

ADDITIONAL INFORMATION

Skills: Reporting; Meta Business Suite; Search Engine Optimization; WordPress; Grove; Spanish Translation; Google Suite; Office 365; Canva; Slack Workspace; Adobe Premiere Pro; Adobe Photoshop; Adobe Lightroom; Adobe Audition
Interests: Sustainability, Photography, Calligraphy, Theater, Film
Work Eligibility: Eligible to work in the U.S. with no restrictions