

# DEBANNY CERDA

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## EDUCATION

**The University of Texas at Austin:** Bachelor of Journalism in Moody College of Communications

Minor: Sports Media

## EXPERIENCE

**Associated Press Sports Editor** - Vice President; Austin, TX August 2024- Present

- Supervise and coordinate the work of members within the club
- Recruit and retain members by ensuring active participation and engagement
- Assist on planning and executing club events and activities.

**Burnt Orange Sports Network** - Assistant Director; Austin, TX August 2024- Present

- Oversee and Coordinate weekly sports coverage
- Send recap and weekly emails
- Producer and Host of the Spike the Tower a Texas Volleyball podcast

**Texas Student Television** - Sports Anchor/Reporter/Host; Austin, TX August 2022 - Present

- Anchor, Co-host, analyze, and report on the subjects for our weekly shows
- Collaborate on weekly shows by putting together videos and writing scripts while running our social media platforms
- Attend weekly pitch meetings to collaborate on new ideas for all 3 shows
- Assistant producer for one of our weekly shows

**Texas Athletics Creative Development** -Student Assistant; Austin, TX August 2021 - Present

- Collaborate with Social Media, Videography, and Photography Coordinators to build branding and interactions
- Point of contact for Texas Baseball for social media planning for the season
- Encourage a healthy work environment to create a more family-oriented workspace

**CBS Austin/Telemundo** - News Intern; Austin, TX June 2023 - August 2023

- Shadowed different parts of the newsroom each day including working on stories with reporters and photographers in the field/newsroom
- Assist producers by writing evening news scripts, finding stories, and making graphics
- Cut Vo's and SOT's for news stories using AVID Media Composer
- Managed to pitch news stories, write and report them

**Rice Athletics Creative and Marketing** -Intern; Houston, TX January 2021 - August 2021 •

- Assisted with Photography and Marketing Coordinators to keep fans engaged
- Strategize ways to boost game attendance for the Rice Athletics

**VYPE U Ambassador** -Intern; Houston, TX November 2020 - May 2021 •

- Established credibility through publishing in a prominent sports article leading to athletes getting recruited
- Utilized photography and journalism as a networking tool

## ADDITIONAL INFORMATION

**Software:** Adobe Lightroom, Adobe Premiere Pro, Adobe Photoshop, AVID, iNews and Canva

**Others:** Public Speaking, deadlines, leadership and originality

**Social Media:** Instagram, X, Facebook, LinkedIn and Snapchat, Gondola