

ROCIO DE LA FE

Anchor | News Reporter | Communication Specialist

rosedelafe@gmail.com | 281 217 4889 | Houston

PROFILE:

Strategic and **results-driven** communications expert with over 6 years in broadcast journalism. Exceptional **written** and **verbal** communication skills. Two-time Emmy nominated journalist. Skilled at **simplifying** complex concepts, **boosting engagement**, and **building key partnerships**. Proven ability to create **compelling stories** and **collaborate across teams**. Strong **leadership** in both public and private sectors, with a deep understanding of industry dynamics.

PROFESSIONAL EXPERIENCE:

Reporter, Multi-media Journalist, Anchor

CBS 8 San Diego | 2022- 2024

- **Researched, wrote, produced, curated, and edited** compelling news stories daily within tight deadlines
- **Implemented SEO best practices to enhance online visibility**. Experience publishing and editing content using content management systems.
- Successfully **led projects** while working with production, directors, and photojournalist to ensure their resonance and significance.
- **Analyzed site performance data to make informed content improvements**.
- Maintained a 100% on time delivery (**top 5% among reporters**)
- Collaborated with producers and directors to ensure content production is executed within strict deadlines.
- **Boosted online story engagement by 25%** by making stories relatable, relevant, and digestible.
- **Increased exclusive stories by 35%**, strategically cultivating **relationships and trust** with external stakeholders to secure exclusive interviews.
- Raised viewership and online engagement through the strategic organization of live events.

Anchor and Reporter

KFDM 6 – Fox 4 | 2020-2022

- Produced, wrote, edited, reported and/or anchored news daily. Demonstrated **excellent news judgment**, resulting in engaging community-oriented stories and high-profile interviews.
- Contributed to viewership increase by 18%.
- Interviewed Texas Governor Greg Abbott live on prime-time newscast, **among top 3 highest viewed segments in 2021**.

Anchor and Reporter

NTV Houston | 2018-2020

- Covered breaking news at local, national, global levels.
- Produced daily (30 min) newscast showcasing the ability to handle **diverse news topics**
- Skillfully translated intricate topics into engaging news stories, resulting in a **significant 30% increase in online engagement**.

News and Production Intern

ABC 13 | 2017-2018

- Served as a field producer, showcasing adaptability, which enhanced coverage.
- Boosted video content effectiveness through meticulous editing.

EDUCATION:

Bachelor of Arts - Broadcast Journalism University of Houston | 2015 – 2019

SKILLS:

Media Relations | PR Expert | Cross-channel Communication | Strategic Storytelling

Bilingual: Native proficiency in English and Spanish | Advanced proficiency in Italian