

# ORIANA TORRE

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## EDUCATION

### Bachelor of Science in Journalism

University of Florida | Gainesville, FL

May 2026

## PROFESSIONAL EXPERIENCE

### Multimedia Journalist / Anchor

September 2024 – Present

#### Noticias WUFT | Gainesville, FL

- Pitch and write web articles in Spanish and English with a local focus.
- Lead the Spanish mini-show "News in 90" by writing scripts, anchoring, and editing video content for digital media platforms.
- Anchor the weekly live show, delivering pre-produced packages and VO/SOTs.
- Participate in the daily process as an assistant producer, including show planning, and news research.
- Covered the 2024 elections by interviewing candidates for the Florida Senate race (Rick Scott and Debbie Mucarsell) and providing live coverage on election night.

### Radio Host

September 2024 – Present

#### Noticias WUFT | Orlando, FL

- Host the weekly Spanish-language radio show "Asuntos Publicos"
- Research, identify, and schedule guests for interviews, ensuring topics align with audience interests and current events.
- Pitch news story ideas to discuss on the show.
- Pre-record and edit shows using Adobe Audition.

### Communications Associate/Digital Content

October 2021 – Present

#### Alianza Center | Orlando, FL

- Plan weekly creative content across 4 social media platforms with a reach of over 50K impressions in central Florida
- Create and design engaging multimedia graphics, and video targeting issues in the Latino Community, and immigrants.
- Translate to Spanish press releases and send them to media outlets of the organizations events
- Moderate Press Conferences and serve as a Master of ceremonies at events that give a voice to the Latino Community.

### Digital Media/Communications Associate Intern

June 2024 – August 2024

#### National Association of Hispanic Journalists (NAHJ) | Remote

- Provided real-time bilingual, and multimedia content coverage of the 40th NAHJ Conference through social media, creating +3 pieces of content daily (short vertical reels and graphics).
- Planned and created content across 4 platforms (Twitter, Instagram, Facebook, and LinkedIn) to promote the conference, achieving a reach of 55.5K and a 359% increase on Instagram compared to last year's conference.
- Developed an awareness campaign for "More Latinos in News" by planning content, copywriting, and contacting PR influencers to promote the campaign, which generated sales for the "Periodista" T-shirt.

## LEADERSHIP & INVOLVEMENT

### NAHJ Chapter Vice President

August 2024 – Present

#### National Association of Hispanic Journalist UF Chapter / Gainesville, FL

- Organize +4 events for semester with guest speakers, info sessions and dynamics that helps grow the Hispanic journalism students.
- Meet with potential speakers and advisors to bring new ideas and support for students.
- Recruited over 10 students for the chapter during Fall 2024.

### Reporter

September 2022 – December 2023

#### Valencia Voice Digital Newspaper | Orlando, FL

- Wrote the first online Spanish article for the newspaper, introducing the importance of representing Hispanic journalism students due to the growing Hispanic student population on campus.
- Wrote 10+ English online articles for the college newspaper to inform the Student Body of Valencia College about issues around them.

## SKILLS AND HONORS

**Technical Skills:** Proficient in Adobe Photoshop, Adobe Illustrator, Adobe Premiere and Lightroom. Video editing, copywriting, graphic design and photography. **Language:** Fluent in Spanish

**Awards:** • NAHJ Scholarship winner 2024-2025 • Seneff Honors Program 2022-23