

Estela Anahi Jaramillo

CONTACT

Phone: (559) 393-0296
Email: estelaanahi.j@gmail.com

Portfolio: www.estelaanahijaramillo.com

PROFESSIONAL EXPERIENCE

Sports Marketing Fellowship | The Marcus Graham Project February 2025

- Created, collaborated and presented a 5-layer comprehensive marketing campaign and brand strategy to Phoenix Suns/Phoenix Mercury executives, Marcus Graham Project employees and marketing professionals for the Phoenix Suns and Mercury Foundation.

Reporter | AZPreps365 September 2024 - December 2024

- Wrote game stories with a turnaround time of three hours after the game.
- Interviewed coaches, athletes and families to complete feature and enterprise stories.
- Captured photos to be paired with published stories online.

Reporter | The Business Journal - Fresno May 2023 - August 2024

- Created 3-4 articles a week, along with news briefs assigned for 10,000 online subscribers and print edition subscribers.
- Conducted research to uncover topics including real estate, education, local government policies, and additional significant news.

Freelance | The San Francisco Standard and The Business Journal - Fresno November 16, 2022
February - March 2023

- Maintained a professional and organized approach to freelance work, including invoicing and client communication.
- Collaborated with clients or editors to ensure content meets their requirements and aligns with their brand voice.

Sports Editor | The Collegian January 2022 - December 2022

- Managed the sports section of Fresno State's student-run newspaper by assigning trending stories.
- Copy-edited 5 to 6 stories a week for the publication's weekly printed paper and online website and utilized Adobe InDesign for the publication design of the weekly issue.

Reporter/ Intern | The Sanger Scene September 2019 - May 2023

- Wrote 2-3 articles a week, along with capturing photos for 500 online subscribers.
 - Created video highlights for social media from community events, school events, athletic events, and school board and city council meetings for 11,000 followers.
-

EDUCATION

Walter Cronkite School of Journalism and Mass Communication Arizona State University | August 2025

Master of Arts in Sports Journalism

California State University, Fresno | December 2022

Bachelor of Arts in Journalism and Chicano Latino American Studies

SKILLS

Bilingual: English and Spanish, deadline writing, interviewing skills, writing in AP Style, social media content creation, copy editing, research and attention to detail advanced in digital literacy and social media editing software including: Adobe Premier Pro, Adobe Photoshop, Adobe Audition, Adobe Lightroom, Adobe InDesign, Canva and Wordpress.