

# ANTHONY LOPEZ

📍 Birmingham , AL | 📞 (256) 706-2694 | ✉ ant3342@gmail.com  
🌐 <https://www.anthonylopezmedia.com>

## PROFESSIONAL EXPERIENCE

### PR Chair | The Mu Phi Chapter of Phi Gamma Delta

January 2025- May 2025

- Designed and executed content strategies across Instagram to promote events, birthdays, and philanthropy events such as lvmas and Pickleball.
- Increased total engagement by 43.5%- with certain post reaching over 1,000 views
- Strengthened brand voice and implemented storytelling strategies to boost chapter recognition.

### Digital News Journalist |Vallo Vision News

January 2025- May 2025

- Created content for WordPress and Instagram, aligning with real-time campus news and digital trends.
- Boosted Instagram performance: 208.1% increase in views and 7.8% follower growth.
- Supported social media calendar planning and coordinated cross-platform posting including college night and Chief Alexander retiring.

### Journalist Intern |The Sand Mountain Reporter

December 2021- April 2022

- Wrote community news articles and supported digital publishing on deadline.
- Developed storytelling pieces on local government, civic events, and human interest.
- Coordinated with editorial staff to edit, fact-check, and format stories for audience engagement.

## SKILLS

### Social Media Marketing

- Content Creation, Campaign Strategy, , Community Engagement, Brand Storytelling

### Writing & Editing:

- Proficient in AP Style, Broadcast news writing, copy editing, and proofreading

### Digital Tools:

- Microsoft Word, Canva, Adobe Premiere Pro, WordPress, Inception, XPression, Streamline

### Multimedia Production:

- Video editing, graphic creation, newsroom operations, digital content management

### Professional Strengths:

Deadline-driven, detail-oriented, strong written and verbal communication, excellent time management

## EDUCATION

### University of Montevallo — Montevallo, AL

B.S. in Mass Communication | Concentration: Multimedia Journalism

Graduation: May 2025 | Magna Cum Laude- Overall GPA: 3.7

President's List: Fall 2023, Spring 2024

Phi Gamma Delta – Historian (2023), PR Chair (2023–2025)

- TRIO SSS Scholar