

ELLA SHOCKLEY

JOURNALIST

CONTACT

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EDUCATION

2023 - 2027
UNIVERSITY OF CENTRAL FLORIDA

- B.A. Broadcast Journalism
- Minor in Marketing
- Certificate in Criminal Profiling

SKILLS

- Adobe Premiere Pro/Audition
- Proficient in AP Style
- Microsoft Office
- Time Management
- Social Media Marketing
- Effective Communication
- Critical Thinking

RECENT WORK



PROFILE SUMMARY

Passionate and driven college student with a strong commitment to pursuing a career in investigative journalism. Skilled in effective communication, collaboration, and teamwork, especially within creative environments. Demonstrates a keen eye for detail, a relentless curiosity, and a dedication to uncovering impactful stories. Known for a proactive approach, resilience, and ability to work well under pressure to meet tight deadlines. Eager to leverage academic experience and internship exposure to contribute meaningfully to a forward-thinking news organization.

PROFESSIONAL EXPERIENCE

WUCF-TV

NewsNight Intern 2024

- Assisted in creating an informative voter guide for the 2024 Election, focusing on researching Central Florida candidates and local issues.
- Assisted with the production of WUCF-TV's NewsNight program, managing playback monitor operations, teleprompter control, and video editing for social media using Premiere Pro.
- Created graphics in After Effects and conducted off-site filming for interviews, contributing to a polished, engaging broadcast experience.
- Created social media videos (Instagram Reels and Youtube Shorts) as a collaboration with WNET, aimed at increasing engagement with young voters, contributing research and content development.
- Demonstrated strong research skills, attention to detail, and teamwork within a dynamic production environment, helping produce accessible, accurate information for the community.

Nicholson Student Media

Reporter 2023-2024

- Produced timely, accurate news stories for UCF's student online publication, using Blox CMS to edit and publish content.
- Demonstrated strong reporting skills with a commitment to truthful and transparent journalism, often working under tight deadlines.
- Collaborated with editorial team members to ensure high-quality stories, adapting quickly to changing news cycles and prioritizing accuracy and clarity in each piece.

Osprey Observer

2023

Reporting Intern

- Completed a 10-week summer internship, reporting on Tampa-area topics and writing seven in-depth stories under tight deadlines.
- Developed strong local insights by pitching a new story each week, conducting on-site research, and interviewing community members across the region.
- Demonstrated adaptability, initiative, and time-management skills while delivering accurate and engaging articles that resonated with local readers.