

Erika Pernis

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EDUCATION

University of Texas at Austin

Spring 2027

Bachelor in Journalism

RELEVANT EXPERIENCE

UT Austin Department of Computer Science

January 2026 - Present

Digital Content & Campaigns Intern

- Write and schedule platform-specific copy for Instagram, LinkedIn, and other channels
- Build and track monthly campaign calendars that align with department goals and content priorities
- Analyze social performance metrics and generate monthly insights and trend reports
- Assist with website updates and email marketing copy as needed
- Contribute ideas in weekly team meetings and help evolve our digital strategy

The Daily Texan

Associate Managing Editor

December 2025 - Present

- Oversee day-to-day operations of a newsroom of over 300 staffers and 16 departments for one of the most awarded college newspapers in the nation
- Direct the publication's response to breaking news situations
- Edit daily online content and newsletter for an audience of over 100k readers and produce a biweekly print edition
- Perform final edits on stories for grammar, AP style, newsworthiness and framing
- Handle conflict resolution among departments and enforce newsroom policies

Associate News Editor

August 2025 – December 2025

- Reviews story pitches, ensuring they are timely and relevant to the UT Austin community
- Coordinate publication's response to breaking news
- Conducts final rounds of edits for content, AP style, in-house style, flow, story structure and grammar
- Manages a team of reporters & checks in on article progress prior to publication
- Coordinates workshops and masterclasses with professors and other departments
- Oversees digital and print production of news section of the newspaper three times a week, coordinating with art departments and managing editors

News Desk Editor

January 2025 – May 2025

- Fact-checks and edits around 5-10 news stories/week for content, AP style and grammar
- Manages a team of ~20 reporters & checks in on article progress prior to publication

Senior News Reporter

May 2024 – December 2024

- Pitched and wrote news at least two articles weekly on topics relevant to UT Austin and Austin community, with a focus on public safety and climate.
- Wrote University-related breaking news social media posts & articles

Department of Computer Science – Texas Robotics

Communication Assistant

May 2024 - Present

- Designs social media posts for Texas Robotics social media
- Assists with day-to-day event coordination and planning: designs graphics, supported event setup and breakdown, helped photograph and videograph event highlights on social media, including summer camps and seminars
- Welcomes and guides lab tours and robot demonstrations of up to 25 people for people interested in robotics, including potential sponsors, prospective students and kids — served as a program ambassador, answering questions about our program