

# PAMELA D. AVILA

WRITER AND JOURNALIST | @bypamelaavila

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## EXPERIENCE

### QUANTASY

Sept. 2016 – present

#### Content Coordinator

- Managed editorial calendars for content production
- Edited and published work of freelance writers
- Previously worked as a freelance content producer for Cine Sony

### THE EASTSIDER

June 2016 – present

#### Freelance Reporter

- Covered news on the East Los Angeles community
- Produced clean copies on tight deadlines
- Shot own photographs for stories

### WRITEGIRL

Aug. 2014 – present

#### Volunteer, Former Intern

- Wrote for the news section of the Writegirl website on workshops, and profiles highlighting Writegirl alumnae
- Assisted with email marketing, fundraising outreach, social media and website copy

### THE UNIVERSITY TIMES

Oct. 2015 – Jan. 2016

#### Contributing Writer

- Covered higher education, student issues, sports, food and drink
- Assisted in increasing an online presence of 100,000 visitors a month

### CITY ON A HILL PRESS

Sept. 2014 – June 2015

#### News Editor

- Fulfilled multifaceted duties that included reporting, news writing, news editing, research, fact-checking, copy editing and headline writing
- Edited content, mentored writers and covered stories affecting members of the UC Santa Cruz and Santa Cruz communities
- Worked as a campus news reporter for 3 months before being promoted to campus news editor
- Awarded 2<sup>nd</sup> place for Best Breaking News category by the College Media Association, I contributed additional reporting to the story: "UC Regents Committee Approves Tuition Increase Despite Protests"

## EDUCATION

### Trinity College

Sept. – Dec. 2015

### UCEAP STUDY ABROAD

Extracurricular: Trinity TV, Trinity Literary Society, The University Times

### UC Santa Cruz

Sept. 2013 – June 2015

### BACHELOR OF ARTS, ENGLISH LITERATURE

GPA: 3.4

## MEMBERSHIPS:

- National Association of Hispanic Journalists (NAHJ), Los Angeles Chapter

## SKILLS

- Social Media
- MS Office
- Buffer
- Bilingual (Spanish)
- Wordpress
- AP Style
- Trello
- Basic HTML