

Bianca Hernandez

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<http://www.youtube.com/thebiancahernandez>

EDUCATION

University of Southern California — M.A. in Visual Anthropology, August 2013

California State University, Chico — B.A. in Journalism and Anthropology, December 2011

EXPERIENCE

KQED, **Freelance Interactive Producer**

2017 - present

Filled-in for various web editors at the PBS affiliate. Worked on site and social.

Pro Unlimited, **Trending News Team/Search Ranking Analyst Lead**

2016 - present

Helped curate the Trending News module on facebook.com. Lead team of search metrics auditors.

Online community, **Web Administrator**

2011 - 2016

Worked as admin on various community sites. Utilized multiple forms of online media (FB, Twitter, tumblr, Instagram, etc.) to engage community of over 15,000 members and a daily audience of over 200,000.

CBS47/KSEE24, **Web Producer/Fill-In Show Producer**

2014 - 2015

Created and posted content to the website, managed station social media accounts and filled-in as line producer.

ABC News, **Production Assistant/Prompter Operator**

2013 - 2014

Worked at the San Francisco affiliate as a freelance Prompter Operator and then a Production Assistant.

Sierra, **Acting Web Editor/Editorial Intern**

2014

Created content and fact-checked for the Sierra Club magazine, Sierra. Worked with video dept., ran web dept.

Trojan Vision, **Senior Producer**

2013

Aided in office and studio production for the Trojan Health Show. Worked on special productions.

Various newspapers, **Writer/Editor**

2005 - 2012

Wrote stories for the paper, copyedited, created content and designed pages. As editor I coordinated entire sections, communicated across departments within the newspaper and kept tabs on individual reporters.

HONORS, AWARDS, PRESENTATIONS

- Awarded “Best Producer” and “Most Improved Show” at the 2013 Trojan Vision Awards
- MediaNews Group Journalism and Diversity Partnership Scholarship at California State University, Chico
- Kern Press Club Scholarship 2009-2010
- Winner of the Big Lebowski Costume Contest at SF Indiefest 2014

REFERENCES

Kathryn York - KSEE24 Producer

(559) 225-1133

Chad McCollum - KSEE/KGPE News Director

(559) 761-0248

David Figura - Engineering Operations Manager at ABC News

(415) 954-7607

Tracy Cox - *Sierra* Art Director

(415) 977-5558

SKILLS

Photoshop, Final Cut Pro, InDesign, Excel, Outlook, AP style, PageMaker, html, CSS, ENPS