

ALEXA LORENZO

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alexalorenzo@gmail.com / 786.322.0413

Reel: <https://www.youtube.com/watch?v=TRV01HJbXAs&t=56s>



SKILLS

Languages:

Fluent in Spanish
(written & spoken)

Video Editing:

Adobe Premiere Pro
Final Cut Pro

Script Writing:

ENPS Client
KLZ Newsroom

SOCIAL



@alexalorenzo



@AlexaLorenzo
MMJ



Alexa Lorenzo

AWARDS

NBS-AERho: 1st Place
Feature Piece, 1st
Place Feature Segment

HEARST: 8th Place
TV Feature

FL AP Professional:
Television News Finalist

REFERENCE

Harrison Hove
WUFT News-manager
352-294-1371
Hchove@WUFT.org

EDUCATION

Bachelors of Science in Telecommunications

May 2018

Minor in Business Administration

University of Florida | Gainesville, FL

GPA: 3.78/4.0

EXPERIENCE

Reporter Fellow

March 14-18, 2018

WRAL CBC-UNC Diversity Program

- Produced TV package and web story for the fellow-lead newscast and WRAL website
- Served as an anchor for the newscast and executed a news segment on the chroma wall

Anchor

June 2017- Present

WUFT-TV First at Five (PBS) | Gainesville, FL

- Responsible for reading stories, tossing to multiple live shots and ad libbing with specialty anchors, meteorologists and sportscasters
- Help write scripts/teases using ENPS & edit video for newscast using Premiere Pro

Intern

June- August 2017

WPBF 25 News | West Palm Beach, FL

- Shadowed reporters in the field, created social media content, wrote published web articles
- Went on assignment with photographers to conduct interviews and create VO/SOTs that aired at the station

Multimedia Journalist

May 2016- Present

WUFT- FM (NPR) WUFT-TV (PBS) WUFT.org | Gainesville, FL

- Research story ideas and pitch to news-managers, contact and interview sources
- Shoot B-Roll, record natural sound, edit sound & video by deadline, post to social media
- Create quality web articles, scripts, packages, sound stories, Facebook Lives, etc

Radio Anchor/Producer

Feb 2016- Present

Morning Edition, 89.1 WUFT- FM (NPR) | Gainesville, FL

- Responsible for 14 newscasts, host live segments with field reporters on scene
- Train students working as associate producers within the Innovation News Center

INVOLVEMENT

College of Journalism & Comm. Ambassador

Sep 2016-Present

University of Florida | Gainesville, FL

- Conduct tours of UF's College of Journalism and Communications for stakeholders to garner interest in the college community

Contributing Writer

May 2016- Dec 2016

The Alligator Newspaper | Gainesville, FL

- Wrote stories on diverse university and community events and news for print publication