

DANIELLE LOPEZ

Journalist hell-bent on telling Texas stories.

Austin-based journalist from the Rio Grande Valley with more than 5+ years of experience in a newsroom, sharing stories, checking facts, and developing a voice that resonates with Texas readers.

☎ (956) 225-9777

✉ ldlopz35@gmail.com

🐦 @ldlopz

🌐 ldlopez.com

EDUCATION

Bachelor of Journalism
Business Foundations Certificate
The University of Texas at Austin
December 2015

SKILLS

- ▶ Proficient in Adobe InDesign, Photoshop, Premiere, and Final Cut Pro.
- ▶ Thorough understanding of social media platforms and trends: Facebook, Instagram, Twitter, Snapchat, LinkedIn.
- ▶ Experienced in Social Flow, Chartbeat, Facebook Business Manager, and Google Analytics.
- ▶ AP Style
- ▶ Conversational Spanish

PROFESSIONAL EXPERIENCE

Assistant Editor & Social Media Coordinator
Texas Exes/Alcalde magazine | Jan. 2016–Present

- ▶ Implement best practices for increasing reach and engagement on Texas Exes social media accounts, including Facebook, Instagram, LinkedIn, and Twitter.
- ▶ Produce and edit editorial stories for the digital, print, and video segments of the *Alcalde*, covering topics such as human trafficking, DACA, and higher ed policy.
- ▶ Create graphics, gifs, and videos for digital presentation of *Alcalde* content.
- ▶ Responsible for tracking reach and engagement progress and managing social media budget.
- ▶ Coordinate live social media coverage of UT Austin and Texas Exes events.

Digital Content Producer
Austin American-Statesman | Jan.–Oct. 2016

- ▶ Produced and posted content for statesman.com, austin360.com, 512tech.com, and hookem.com.
- ▶ Wrote copy for social media platforms and pushed out daily content.
- ▶ Helped build and launch three new websites.
- ▶ Covered web desk during major events, including the Orlando shooting, Austin City Limits, and South By Southwest.

Life & Arts Editor, General Reporter
The Daily Texan | Jan. 2013–Dec. 2015

- ▶ Led a team of 20 writers in publishing 25 stories, reviews, and columns weekly.
- ▶ Collaborated with writing, web, photo, design, and web departments on bi-weekly multimedia projects.
- ▶ Live-blogged festivals including Austin City Limits, South By Southwest, and Texas Book Festival.