

Nathalie Vera

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PROFESSIONAL EXPERIENCE

Present
Mar 2018

KCOY-TV, Santa Barbara, CA

Bilingual Multimedia Journalist

- Pitch, research, shoot, write, edit and report live on breaking news and general assignment stories daily
- Pioneered original content in Spanish to serve large Hispanic population in the absence of Spanish-language media in the market. Work includes web articles, packages, social media updates, and a podcast in Spanish
- Creates content for virtual platforms, including Facebook lives, web articles, and video teases on social media
- Works closely with Hispanic community and enterprises stories on latest immigration policies and their local impact

Feb 2018
Oct 2016

Univision Costa Central, Monterey & Santa Barbara, CA

Multimedia Journalist

- Pitched, shot, wrote, edited and reported 1-3 stories daily
- Promoted to immigration beat reporter in April 2017 to deliver stories of most relevance to Univision's audience: immigration policies, ICE raids, and legal advice
- Covered the 2017 Thomas Fire, one of the most destructive fires in California history; was the only local reporter providing life-saving information to Spanish-speaking community
- Covered deadly Montecito mudslide in 2018, also serving as the only local Spanish-language reporter during days of nonstop breaking news
- Occasionally produced 6 p.m primetime show

Jul 2014
Nov 2012

KCSB-FM 91.9, Santa Barbara, CA

Assistant News Director, Anchor, Reporter

- Produced, anchored, directed and engineered live newscasts daily
- Pioneered Special Projects Reporter position in 2012-13 -higher education beat, covered University of California Regents meetings live from San Francisco and Sacramento
- Led team of reporters in production for an interview with UC President and former Secretary of Homeland Security, Janet Napolitano
- Recruited, trained and managed news interns

EDUCATION

Dec 2016

University of California, Santa Barbara Santa Barbara, CA

B.A. English

Minor in Spanish

