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## MAIRA GARCIA

### SKILLS

- Video production and editing, sound editing, digital photography, photo editing, web design, graphic design, search engine optimization, blogging, news writing, feature writing, copy editing
- Proficient in Final Cut, Premiere, InDesign, Photoshop, Soundbooth, Flash, Dreamweaver, Soundslides, CSS, XHTML
- Knowledgeable in Illustrator, Audacity, utilizing CMS, Wordpress theming, PHP, MySQL, Ruby on Rails
- Extensive experience using social media for SEO, news gathering and communicating with audiences
- Bilingual; speak, read and write in Spanish fluently

### EXPERIENCE

#### **NOWCASTSA.COM, JOURNALIST** SAN ANTONIO, TEXAS AUG. 2009-PRESENT

- Produced multimedia content including videos, slideshows and audio for hyperlocal news site funded by the Knight Foundation and San Antonio Area Foundation
- Utilized social media for community building, aggregating news stories and linking content
- Trained interns and members of the community to use social media and create multimedia

#### **TEXAS STATE UNIVERSITY, GRADUATE ASSISTANT** SAN MARCOS, TEXAS AUG. 2008-DEC. 2009

- Instructed two undergraduate Introduction to Mass Media Writing laboratory courses

- Assisted new media professor Dr. Cindy Royal with Web Design and Publishing course

#### **MTV CHOOSE OR LOSE, TEXAS CORRESPONDENT** NEW YORK, NY JAN. 2008-NOV. 2008

- Self-produced and edited multimedia content including videos, podcasts, blogs and photos for [chooseorlose.com](http://chooseorlose.com)
- Created packages featured on Associated Press Online Video Network, MTVU, MTV Tr3s and MTV.com
- Established communication with various political organizations, activists throughout Texas successfully during project
- Awarded 2008 Emmy for Best Community Service Campaign for Think Web site, which featured Choose or Lose coverage

#### **FORT WORTH STAR-TELEGRAM, INTERN** FORT WORTH, TEXAS JUNE 2008-AUG. 2008

- Wrote three to four stories a week for various sections including metro, business and religion
- Produced and edited videos to complement print stories on [star-telegram.com](http://star-telegram.com)
- Featured on homepage regularly and produced among top five most watched videos on monthly basis

### EDUCATION

Texas State University-San Marcos – M.A., Mass Communication-New Media, 2009

Texas State University-San Marcos -- B.A., Print Journalism, Political Science, 2007

### HONORS AND ACTIVITIES

- Awarded outstanding graduate student and graduate assistant by Texas State University School of Journalism and Mass Communication
- Awarded second place for Best of the Web by Association for Education in Journalism and Mass Communication for coverage of SXSW Interactive at <http://sxtxstate.com/>.
- Active member of National Association of Hispanic Journalists, Society of Professional Journalists
- Social media coordinator for Run for the Water, an Austin running event raising funds for water wells in Burundi
- Avid blogger and social media user on topics such as citizen journalism, politics and active lifestyles

### REFERENCES

#### **Vanessa WhiteWolf, MTV producer**

212-846-5303, [Vanessa.WhiteWolf@mtvstaff.com](mailto:Vanessa.WhiteWolf@mtvstaff.com)

#### **Elizabeth Zavala, Fort Worth Star-Telegram public safety/justice editor**

817-390-7418, [ezavala@star-telegram.com](mailto:ezavala@star-telegram.com)

#### **Cindy Royal, Texas State University professor**

512-245-3481, [croyal@txstate.edu](mailto:croyal@txstate.edu)