

EDUCATION

Florida Atlantic University

Bachelor of Arts in Multimedia Journalism and History -Magna Cum Laude

GPA: 3.93/4.0 | *Latin American and Caribbean (LAC) Scholarship Recipient* | *James M. Cox, JR. Palm Beach Post Scholarship award Recipient* | *Spring 2024 President's list* | *Recipient, Green Eyeshade Award (First Place, Column Writing)*

August 2025

Boca Raton, FL

Pontificia Universidad Javeriana

Bachelor of Arts in Communications| Minor in Journalism

July 2018 – June 2022

Bogota, Colombia

Universitat Autònoma de Barcelona

International Award Scholarship Recipient | Semester Abroad in Journalism

September 2021 – January 2022

Barcelona, Spain

EXPERIENCE

Courier Newsroom

Bilingual Content Strategist

August 2025 – Present | Remote

- Develop and execute social media strategy and content creation for Latino and Spanish-speaking audiences across multiple newsrooms.
- Adapt and localize aggregate content to align with cultural and linguistic nuances, ensuring editorial quality and accuracy.
- Copy edit Spanish-language content for newsletters and social channels, maintaining brand voice and style.
- Produce and host on-camera social videos highlighting top stories and community topics.
- Monitor trends in Latino communities and Spanish-language digital media to inform Courier's content strategy.
- Test and implement innovative social formats to expand engagement on TikTok, Instagram, YouTube Shorts, and more.

Courier Newsroom

State Social Media Strategist & Aggregator Copywriter

February 2025 – August 2025 | Remote

- Produced daily social media copy for three state newsrooms with a combined audience of over 100K followers, translating complex news into engaging, platform-native posts.
- Fact-checked and rewrote articles from national and local outlets into clear, accurate captions and graphics-ready copy optimized for Instagram.
- Created Courier's first internal algospeak and Gen Z slang guide to help teams avoid content suppression and stay ahead of platform moderation rules.
- Delivered weekly platform trend reports that shaped content decisions and engagement strategy across state-level teams.

Courier Newsroom

Reporter, Floricua

September 2024 – Jan 2025

- Report and wrote stories in both English and Spanish, covering Florida politics, elections, and community issues, focusing on the Latino audience.
- Conducted interviews with political leaders, activists, and everyday Floridians to bring diverse perspectives into election coverage.
- Created engaging Instagram content tailored for a bilingual audience, helping grow Floricua's reach and interaction on social media.
- Pitch and develop story ideas that highlighted key issues affecting Florida's Latino community.

University Press Florida Atlantic University

Editor in Chief

May 2024 – May 2025

Boca Raton, FL

- Oversee the editorial team, taking decisions, managing a staff of writers, editors, and contributors, assigning articles, providing guidance, and ensuring the quality and relevance of all published content.
- Led the development of editorial policies, establishing and maintaining consistent voice and standards across all publications, and implementing best practices for journalistic integrity and ethical reporting.
- Collaborate with university administration and external partners, building relationships to secure exclusive stories, interviews, and special features, and representing the publication at university and community events.
- Manage the production schedule, coordinating with writers, photographers, designers. Create a digital strategy to go from print to digital contents.

University Press Florida Atlantic University

Writer & News Editor

August 2022 – May 2025

Boca Raton, FL

- Conduct interviews and develop relationships with people of interest on specific topics.
- Produce regular reports and breaking news articles, focusing on business, government, and higher education.
- Adhere to AP Style guidelines while proofing and editing pages under weekly deadlines.

FAU Campus Recreation Center

Social Media & Content Creator Intern

August 2022 – August 2023

Boca Raton, FL

- Designed and executed a global social media strategy across 10k followers on Instagram and Twitter.
- Manage content, develop media plans, and update social media, including Facebook and Twitter, with a focus on increasing awareness and engagement.
- Develop audiovisual content, infographics, and social media posts to increase growth by 10% semi-annually.

Blog SEWorldnews.com

Journalist and creator

February 2021-Present

Remote

- Interview experts and people of interest in different areas to provide a broader perspective on social Latin American issues and politics.
- Design the content layout including branding, marketing, and graphics.
- Address current events and opinion columns on various relevant topics.

El Comején Portal
Columnist Writer

August 2021 – June 2022
Barcelona, Spain

- Conducted in-person or phone interviews, networked with student organizations, and conducted research.
- Supported the design of new content for journalists in an international publication.
- Edited and revised articles to be published weekly about complex social problems in Colombia.

ORGANIZATIONS

Tau Sigma Academic Honor Society for Transfer Students - **Member**
Dorothy F. Schmid College of Arts and Letter - **Ambassador**

February 2023 –Present
January 2023 –Present

SKILLS

- Languages: Spanish (Native) and English (Native)
- Microsoft 365 Certification (Excel, Word, PowerPoint)
- Illustrator & Premiere Pro