

Neliana Ferraro

Seeking a new career path in public relations and social media

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EXPERIENCE

WCAX Gray Television, South Burlington, Vt. — Reporter/Producer

FEBRUARY 2018 - PRESENT

- Promoted on-air and online coverage through live and prerecorded teasers
- Created compelling stories for television
- Restructured the weekend morning show for a more fast-paced, engaging feel
- Led and unified the previously dysfunctional weekend morning team
- Sustained a positive company image through public appearances

WPTZ Hearst Television, Plattsburgh, N.Y. — Producer

FEBRUARY 2016 - FEBRUARY 2018

- Piloted text overlay videos and increased engagement on Facebook
- Increased traffic on Facebook, Twitter, and the company website through breaking news posts and articles

AnalyticsWeek, Online Company — Content Manager Intern

SUMMER 2015

- Managed Wordpress website and created relationships with industry professionals to secure curated blog posts
- Increased traffic to Wordpress website by scheduling engaging posts of Facebook and Twitter
- Created a visually pleasing newsletter to drive purchases

EDUCATION

Quinnipiac University, Hamden, CT — Broadcast Journalism, Economics

AUGUST 2012 - DECEMBER 2015

3.95 GPA, Quinnipiac Honors Program, Dean's List.

SKILLS

Edius, Final Cut Pro, Canva

Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Facebook, Facebook Stories, Facebook Insights, Twitter, Tweetdeck, Instagram, Instagram Stories, Pinterest, Snapchat

ENPS, WordPress

Slack, Airtable, Asana

Broadcast and print writing

Videography and storytelling

AWARDS/ Recognitions

Lambda Pi Eta National Communication Association

TV Station of the Year
(2013-14) Q30 Television
College Media Association

LANGUAGES

Proficient in Spanish

Beginner Italian