

Diana Crofts-Pelayo

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Qualifications

- Published writer and photographer in San Diego news stations and daily newspaper.
- Skilled with point-and-shoot, DSLR and video cameras.
- Knowledgeable in editing: Final Cut Pro, Photoshop, Soundtrack Pro, Audition and Audacity.
- Published news content and active social media aggregator on: Facebook, Twitter and LinkedIn.
- Experienced in creating and publishing websites: WordPress, HTML, CSS and Macromedia Flash.
- **Bilingual:** fluent in Spanish, with diverse cultural experiences in Europe and Mexico.

Experience

- **Convergence Intern, Radio, Television and Website, KPBS** *January 2012 – present*
 - Shooting, interviewing and editing to prepare packages for Evening Edition television program.
 - Interviewing for radio and editing audio for Morning Edition and All Things Considered programs.
 - Writing articles for the KPBS.org website based on original reporting and broadcast pieces.
- **News Intern, Writing and Producing, NBC 7 San Diego** *August - December 2011*
 - Writing scripts and producing for NBC 7 News in the Morning and NBC 7 News at Noon.
 - Gathering information for news packages and pitching guest segments.
 - Coordinating guest relations and preparing the set for the morning show.
- **Staff Writer & Photographer, News Section, The Daily Aztec** *January 2011 – May 2012*
 - Writing articles and shooting photographs covering campus, local and national news.
 - Writing stories on: San Diego mayoral candidate, former Mexican President Vicente Fox's visit, and various campus and community leaders.

Other Experience

- **Reporter, 2013 Hearst Competition, School of Journalism and Media Studies** *January – May 2012*
 - One of two students chosen to self-produce news packages for the 2013 Hearst Competition.
- **Co-Anchor, Greenfest Live Concert, Aztec Entertainment** *April 2012*
 - Live anchoring a five-hour campus concert and interviewing artists.
- **Anchor/Reporter, Aztec News, San Diego State University** *August - December 2011*
 - Anchoring an hour-long newscast, creating several news packages and writing scripts.

Leadership

- **President, Society of Professional Journalists, SDSU Chapter** *August 2010 – May 2012*
 - Inviting media, public relations and advertising professionals to events.
 - Planning workshops, newsroom tours and networking mixers.
- **President, San Diego State University Honors Program Student Society** *August 2011 – May 2012*
 - Serving as chief executive officer and spokesperson to 700 members.
 - Planning meetings, workshops, guest speakers and receptions.

Honors and Awards

- **Outstanding Graduate in the College of Professional Studies and Fine Arts.**
- **Outstanding Graduate in the Department of Spanish and Portuguese.**
- **Henry L. Janssen Honors Council Award** - One of two awarded on campus in 2011.
 - **For membership in all campus honors societies:** Phi Eta Sigma, Golden Key, Scholars Without Borders, Mortar Board, Phi Kappa Phi and Phi Beta Kappa.
- **Scholarships:** Carleton-Hunt Journalism Internship Scholarship, Division of Undergraduate Studies Scholarship, two Associated Students Study Abroad Scholarships.

Education

- **San Diego State University** **GPA:** 3.90
 - University Honors Program **Study abroad:** Greece 2010 and Spain 2011
 - Bachelor of Arts:** Journalism and Spanish **Minor:** Honors Interdisciplinary Studies