

LAUREN SIEGAL

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EXPERIENCE

USF Health CAMLS, Multimedia Producer

June 2023 – Present

- Produce multimedia content to be used as part of CAMLS' educational offerings, marketing and outreach efforts.
- Edit and optimize multimedia content for use across various platforms and channels.
- Oversee social media channels, build digital communities and develop integrated marketing campaigns to reach targeted audience and drive engagement.
- Manage and maintain media asset libraries, archives and distribution systems.

WTVT FOX 13, Associate News Producer

July 2022 – May 2023

- Assisted producers, anchors and reporters with digital and broadcast production by writing scripts and making graphics.
- Produced newscasts that aired in America's 13th largest media market.
- Wrote stories for FOX13News.com.

Florida Focus Newsbreak, Producer, Show Editor, Reporter

August 2021 – May 2022

- Selected for application-only collaboration between USF and WEDQ to tell impactful, solutions-based news stories that affect the Tampa Bay community.
- Produced evening news shows that aired daily on Tampa's PBS affiliate.
- Edited news packages and motion graphics using Adobe Premiere Pro and Adobe After Effects.

Spectrum Bay News 9, Intern

January 2022 – April 2022

- Edited news packages using Adobe Premiere Pro.
- Assisted reporters in conducting research for stories.
- Learned all aspects of the newsroom by shadowing Producers, Assignment Desk, Editors, Reporters, Anchors, and Master Control.

SKILLS AND LANGUAGES

Adobe Creative Suite, Motion Array, Canva, Videography, Lighting & Audio Equipment, Photography, Social Media Management, Email Marketing, WordPress, Writing for Broadcast and Web, Intermediate Spanish.

EDUCATION

University of South Florida, Tampa, FL

August 2022

Bachelor of Arts in Mass Communications

Concentration: Broadcast Program and Production

Graduated Cum Laude – 3.6 GPA

AWARDS AND HONORS

Kerry Sanders NBC News Fellowship

Garner Rose O'Brien Halderman Mass Communication Scholarship

USF Dean's List of Scholars

VOLUNTEER WORK

Humane Society of Tampa Bay

2022

Miles for Moffitt

2021, 2023