

SANDRINA B. RODRIGUES
(516) 279-7377 – srodrigues1986@gmail.com

SUMMARY OF QUALIFICATIONS

- Emmy Award-winning Senior Digital Producer with over 10 years' experience
- Fluent in Portuguese, Spanish and English
- Proficient in content management systems, ENPS, Photoshop, Final Cut Pro, Google Analytics, SEO, blogs, social media
- Exceptional copywriting and editing skills with particular attention to SEO and AP style
- Strong breaking news skills, including mobile alerts and newsletters writing
- Ability to build bridges with various internal business units, and ability to build successful relationships within a team
- Extremely organized in managing seven different websites and coordinating with a team with five producers
- Excellent multitasking ability to coordinate multiple projects, meeting both scheduled and unscheduled deadlines

EMPLOYMENT HISTORY

Senior Digital Producer (2019 – Present)

News 12 Digital, Bethpage, NY

- Write and produce stories and breaking news for seven different News 12 websites
- Copy-edit stories for News 12 websites
- Produce various multimedia content projects, including health, safety, and school safety guides
- Coordinate with producers, assignment desks, reporters and on air-talent from seven News 12s on stories, breaking news, live streams and other original content
- Livestream 'The New Normal' show and gather questions from viewers for the show's guests. Send daily tune-in alerts for the show to increase viewership. Produce and coordinate guides and resources to be used in the show
- Help develop publishing processes and make recommendations for improvement in digital workflows
- Work with and train producers to increase quality and output
- Assist in the management of multiple social media accounts. Edit social graphics for multiple social media platforms
- Livestream shows, news conferences, breaking news, developing stories to digital media platforms and social media
- Create and distribute weekly newsletters for the features 'On a Positive Note' and 'State of Our Schools'

Digital Producer (2012 – 2019)

News 12 Digital, Woodbury, NY

- Wrote stories for seven different News 12 regions
- Wrote and published national and local headlines for the news ticker across seven News 12 channels
- Uploaded polls and links to websites
- Cut and uploaded individual videos to News 12 websites
- Use social media to connect with viewers and increase News 12's presence
- Used ENPS, content management system, TriCaster, Viz Media Studio and Photoshop

Producer (2011 – 2012)

News 12 En Español, Woodbury, NY

- Wrote stories for evening shows for News 12 En Español New Jersey and El Bronx
- Created maps and graphics needed for shows
- Downloaded necessary videos for shows
- Directed evening shows
- Uploaded polls and links to websites
- Cut and uploaded webcasts and individual stories for two shows
- Used social media to connect with viewers
- Used ENPS, content management system, TriCaster, Viz Media Studio and Photoshop

EDUCATION

Hofstra University, Hempstead, NY
Master of Arts in Journalism

Hofstra University, Hempstead, NY
Bachelor of Arts in Broadcast Journalism, Minor in Spanish

CAREER HIGHLIGHTS

- Press Club of Long Island, 2021 – 1st Place – Digital User Engagement Campaign
- New York Emmy Award, nominee, 2020-2021 – Interactivity
- Regional Edward R. Murrow Award (RTDNA), 2021 – "The New Normal"
- Press Club of Long Island, 2020 – 1st Place – Digital User Engagement Campaign
- New York Emmy Award, 2018-2019 – Interactivity