

RUBY GIA ARORA

EXPERIENCE

Cronkite News, Phoenix, AZ May 2022 – Present
Sports Reporter

- Report, shoot, and edit sports broadcast
- Write and report digital stories for online publication
- Create social content related to sports coverage

Donald W. Reynolds National Center for Business Journalism, Phoenix, AZ August 2021 – May 2022
Graduate Assistant

- Reported and created multimedia content for the Reynolds Center website, <https://businessjournalism.org>
- Consulted on and helped revise marketing plan for the center
- Helped oversee annual Barlett and Steele awards, which recognized outstanding investigative business journalism of the past year

State Press, Phoenix AZ December 2021 – May 2022
Sports Reporter

- Wrote game stories and Power 5 coaches' feature stories
- Edited and reviewed articles for clarity, accuracy, and libel before publications

“Two in a Billion” (Documentary), Atlanta, GA December 2021 – April 2022
Executive Producer and Talent

- Created a business plan to finance documentary and contracts for employees, and developed and coordinated schedules
- Obtained exclusive interview with Satnam Singh Bhamara (first Indian NBA player and AEW wrestler), <https://rubygiaarora.com/video>
- Scripted, produced and starred in bilingual documentary while supervising translation of subtitles
- Marketed and promoted the documentary

The Guardian, London, UK November 2021 – December 2021
Freelance Researcher – The Guardian Project

- Analyzed representations of race in over 200 Guardian US stories and accompanying visuals
- In conjunction with the project editor, identified patterns in how people of color are represented in Guardian US news coverage

Trey Lyles LLC., Indianapolis, IN May 2020 – August 2020
Athlete Management Internship

- Created a contingent COVID-19 Plan for Trey Lyle's Annual Summer Youth Basketball Camp
- Conducted research on how the NBA Bubble was impacting the players
- Created a step-by-step manual on how to conduct a Trey Lyles merchandise website, where all proceeds would go towards the Black Lives Matter Movement

Pacers Sports & Entertainment, Indianapolis, IN September 2019 – December 2019
Group Sales/Marketing Intern

- Cultivated and researched over 700 qualified leads to help exceed the team's retention goals
- Planned new group sales initiatives and programs to provide more value and year-round participation
- Assisted in the planning and execution of group events during game-days, such as pre-game, half-time and post-game events
- Top Sales Award recipient for the Pacers Kids Club

EDUCATION

Arizona State University, Phoenix, AZ August 2022
Master of Arts in Sports Journalism

University of Indianapolis, Indianapolis, IN August 2020
Master of Science in Sports Management

University of Indianapolis, Indianapolis, IN May 2019
Bachelor of Science in Business Marketing
Minors in Communications and Legal Studies

SKILLS

- Multilingual (English, Hindi, Punjabi, Urdu and Spanish) Adobe Premiere Pro, Adobe Photoshop, Microsoft Excel, Twitter Flight School Certificate, CRM, Branding, Blogging, Client Relations, Strategic Planning, Writing, Public Speaking, Administrative, Problem-Solving, Event Planning, Player Agency, Producing and Directing

ADDITIONAL

- **Make-A-Wish Granter**, Make-A-Wish Foundation 2021- Present
- **Volunteer**, Providing meals for the less fortunate 2022
- **Holiday Volunteer**, Salvation Army 2021

- **Volunteer**, Horizon League, Men's and Women's Basketball Championship 2020
- **Volunteer**, Pacers Million Meal Movement and Indiana Sports Corp Big 10 2019
- **Volunteer**, Riley Children's Hospital 2016
- **Mentor**, College Mentors for Kids Student Organization 2015