

SALEAH BLANCAFLOR

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SUMMARY

Experienced multimedia journalist and editor of 6+ years reporting on the topics of entertainment, diversity and culture, lifestyle, tech, business, and more. Well-versed with data storytelling, copywriting, and newsletter writing.

PROFESSIONAL EXPERIENCE

Morning Consult | *Entertainment Reporter* | July 2022 to June 2023

- Managed and sent the daily Entertainment newsletter which had more than 5,000 subscribers
- Wrote short and long features using the company's proprietary data to tell compelling stories
- Interviewed executives in the entertainment industry for stories and Q&As
- Created charts to visualize data via Everviz and PowerPoint
- Filmed on camera for videos featured on the company's social media channels

YPulse, Inc. | *Editorial Coordinator* | April 2021 to June 2022

- Served as a second editor for the daily and weekly newsletters
- Curated and wrote content for the weekly BIPOC and Millennial Parenting newsletters
- Wrote daily articles that provided youth and business insight for clients
- Interviewed brand leaders and executives for Q&As

| ***Editorial Assistant*** | November 2021 to April 2021

- Wrote and sent daily newsletters to clients via MailChimp and Salesforce
- Wrote weekly insight articles for clients

People | *Editorial Assistant* | February 2019 to December 2019

- Researched, fact-checked, reported, and edited for the special edition books which focused on entertainment and pop culture
- Wrote articles for both print and digital

NBC News | *Associate Producer* | February 2019 to May 2019

- Wrote, produced, and edited articles for the Asian America vertical
- Researched and identified sources to speak with and transcribed those interviews
- Scheduled Twitter and other social media posts via Social Flow and TweetDeck

| ***Contributor*** | April 2016 to February 2018

- Pitched and wrote articles about entertainment, tech, business, politics, and more for the Asian America, Latino, and BLK sections of NBCNews.com

Kollaboration New York | *Deputy Editor* | November 2015 to July 2017

- Interviewed and wrote about Asian American entertainers and artists in New York City
- Managed a small team of writers and assigned stories to each of them
- Edited articles on Google Doc and Microsoft Word and made decisions about what content to publish on WordPress

Horseshmouth | *Editorial Assistant* | July 2017 to October 2017

- Researched and edited articles for the Savvy Social Security and Medicare blogs
- Interviewed financial advisors about their business practices for the purpose of market research
- Hosted webinars for Retirement & Life Planning Director, Elaine Floyd via WebEx

SKILLS

• Journalism • Writing • Editing • Newsgathering • Interviewing • WordPress • Social media • Data visualization • Analytics • WordPress • Marketo • Parse.ly • MailChimp • Salesforce

LICENSES & CERTIFICATIONS

Communicating Research Results

The University of Georgia

Issued September 2021

EDUCATION

Oklahoma State University

Bachelor of Arts, English, Creative Writing | August 2010 to December 2014