

# Drake Presto

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## EDUCATION

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Walter Cronkite School of Journalism and Mass Communication, Arizona State University 2023

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Journalism and Mass Communication, B.A. // Barrett, The Honors College

## WORK EXPERIENCE

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### Business Insider

Feb 2024 - July 2024

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#### *Video Production Fellow, Big Business*

- Researched, pitched, and produced original content for BI's #1 Youtube show
- Served as associate producer/editor for 8 published videos with over 17 million views combined

### The Los Angeles Times

June 2023 - Sep 2023

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#### *Video Journalism Intern*

- Produced in-depth video coverage of the entertainment industry in Los Angeles
- Aided video distribution through social media channels
  - Created 3 social posts that gained a total of 184,000 views and 2,013 shares

### Cronkite News / Cronkite Borderlands Project

Jan 2022 - May 2023

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#### *Visual Journalist*

- Created photo stories and short documentaries on topics including:
  - Immigration / border issues / sustainability / health / economics
  - Provided audiences with accurate, up-to-the-minute information on the Arizona election
- Reported on the immigration crisis in Tapachula, Mexico
  - Revealed the abuses of the Mexican government on Haitian, African, and South American asylum seekers
    - ◆ Awarded 1st place in the 2023 Hearst Multimedia Narrative Storytelling Competition
    - ◆ Awarded the 2022 SPJ Regional Mark of Excellence for Feature Videography

### The State Press

Aug 2019 - May 2023

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#### *Visual Journalist*

- Pitched, planned, shot, and edited photo and video assignments on the ASU community
  - Adobe Suite: Lightroom, Photoshop, Premiere Pro, After Effects, and Audition
- Led a team of videographers to create short-form documentaries
  - Revealed the history and current state of American Football in China
  - Demystified COVID-19 testing and vaccination options for students
  - Student profiles uncovered exhausting learning/working conditions through the pandemic
    - ◆ Awarded the 2023 SPJ Regional Mark of Excellence for Feature Videography
    - ◆ Awarded the 2021 SPJ National Mark of Excellence for Online Sports Videography
    - ◆ Awarded the 2021 SPJ Regional Mark of Excellence for General News Photography

#### *Video Editor*

- Copy-edited and fact-checked editorial content including videos, podcasts, and photo captions
- Managed Instagram and TikTok content through SEO-focused strategies
  - TikTok gained over 3,500 followers in 1-year span with over 100,000 likes
  - Multiple videos over 20,000 views and 2 over 300,000
- Transferred publication from Vimeo to YouTube: garnered over 42,000 views over 2 years