



DANIELLA DIAZ

MULTIPLATFORM
JOURNALIST

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EXPERIENCE

DIGITAL REPORTER

CNN POLITICS IN WASHINGTON, D.C. | AUG 2016 - PRESENT

- Report on breaking news, political and polling stories for CNNPolitics.com
- Report on viral/buzzy stories about the 2016 election
- Traveled to Cuba with a team as a translator + reported on the mending relations between the US and Cuba
- Carved out the Latino and immigration/border issues beat

DIGITAL PRODUCER

CNN POLITICS IN WASHINGTON, D.C. | FEB 2015 - AUG 2016

- Report on breaking news, polling, political, and Latino and border stories for CNNPolitics.com
- Wrote the most-viewed 2015 Politics article with 16M views
- Optimized breaking news, long-form stories and multimedia content for SEO, internal traffic and user engagement
- Managed the Facebook, Twitter, Instagram, Vine and Tumblr social media accounts; part of the team that has more than tripled Facebook growth and increased the Instagram following by more than 100 times
- Cut and edited viral video for social media

WEB PRODUCER

POLITICO IN ARLINGTON, VA | JUNE 2014 - FEB 2015

- Produced and optimized breaking news, long-form stories and multimedia content
- Independently managed the Twitter and Facebook accounts; part of team that grew the Twitter account to more than 1 million followers and Facebook account to 450,000 followers

METRO REPORTER

THE MONITOR IN MCALLEN, TX | SEPT 2013 - JAN 2014

- Reported for the largest daily newspaper of the Rio Grande Valley
- Covered municipal government, crime and breaking news in Hidalgo and Starr counties

INTERNEED AT NBC NEWS (2014), THE SAN ANTONIO EXPRESS-NEWS (2013) AND THE MONITOR (2012)

SKILLS

- Fluent in Spanish
- Conversational in French
- SEO and Google Analytics
- Social media strategy
- Adobe InDesign, Photoshop & Premiere Pro
- Chartbeat
- Outbrain
- Crowdtangle
- Dataminr
- Socialflow + Sprinklr
- HTML & CSS

HONORS

HUFFINGTON POST

HONORABLE MENTION ON THE LIST OF THE MOST-INFLUENTIAL WOMEN IN 2016 ELECTION MEDIA
2016

HUFFINGTON POST

ON THE LIST OF 40 UNDER 40 LATINOS TO WATCH IN POLITICS
2015

BILL ARCHER FELLOW

ARCHER FELLOWSHIP PROGRAM - INTERNEED AT NBC NEWS
SPRING 2014

EDUCATION

BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION
UNIVERSITY OF TEXAS - PAN AMERICAN | 2010 - 2014