

Cresonia Hsieh

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SKILLS

PHOTO Lightroom, Photoshop

VIDEO Final Cut X, Premiere Pro

DESIGN Illustrator, InDesign,

DATA Excel, SQL, Tableau, Quadrigram

CODING HTML, CSS, JavaScript,

LANGUAGE Spanish (Working fluency)

LEADERSHIP

SPARKS MAGAZINE | EDITOR

Fall 2015 – Spring 2016

- Managed 40-person staff to produce semiannual magazines and release parties for 150 people
- Increased yearly budget from \$100 to \$5,000
- Increased social media followers by 40 percent
- Transitioned publication from print-only to online
- Acted as liaison between UF and the sister chapter at the University of Central Florida and the publication's national board
- Acquired official status under the UF Asian American Student Union

CH PHOTOGRAPHY | OWNER

July 2014 – Present

- Photograph lifestyle portraits, weddings and family photos
- Color correct in Adobe Lightroom and edit out blemishes and distractions in Photoshop

EDUCATION

UNIVERSITY OF FLORIDA, 2017

B.S. Journalism | GPA 3.82 | Magna Cum Laude

MINORS Spanish and Business Administration

AWARDS UF College of Journalism and Communication's Society of Professional Journalism Award for top graduate in print journalism

STUDY ABROAD Spain and Dominican Republic (service work)

CLUBS Honors Program (member) and Society of Professional Journalists (historian)

WRITING

BREAKING NEWS INTERN | MIAMI HERALD | Sept. 2016 – Nov. 2016

- Wrote and photographed more than 80 stories varying from crime and breaking news to health and business
- Fact-checked and copyedited for grammar and AP style
- Drafted clickable and SEO friendly headlines
- Monitored social media for breaking news, scanned Twitter for story embeds, and live tweeted and streamed events to disperse news
- Collaborated with reporters on major stories, like Hurricane Mathew and the 2016 presidential election, by sending feeds from the field
- Wrote more than 10 trending stories according to Chartbeat

CITY REPORTING INTERN | BUFFALO NEWS | June 2016 – Aug. 2016

- Reported metro and breaking news, day-turn stories.
- Wrote three front-page stories
- Cleaned and analyzed campaign election finance and weather data in OpenRefine and Excel
- Worked with data visualization team to add multimedia embeds to stories
- Used Twitter to live-tweet and livestream events via Periscope. Recorded footage with Snapchat to provide real-time, multiple media experience
- Wrote lighthearted listicles for entertainment section

REPORTER | THE GAINESVILLE SUN | Aug. 2015 – Dec. 2015

- Wrote for general assignment, feature-style stories
- Reported more than 10 front-page stories
- Edited for grammar, flow and AP Style

EDIT. INTERN | BOCA RATON MAG. | June 2015 – Aug. 2015

- Wrote, photographed, fact-checked and copyedited luxury lifestyle features
- Interviewed and photographed community leaders for regular online posts

EDIT. INTERN | GIGGLE MAGAZINE | Jan. 2015 – May 2015

- Reported and edited parenting stories
- Communicated with sponsors and fact-checked information

MULTIMEDIA

DESIGNER | Centerpoint Christian Fellowship | Nov. 2015 – July 2016

- Used Adobe Illustrator to design church logo and t-shirts
- Met with leaders to start an official church Facebook page and discuss online presence

VIDEOGRAPHER | FBC DELRAY | June 2015 – Aug. 2015

- Brainstormed ideas, interviewed subjects and shot films using a DSLR
- Edited videos using Final Cut Pro X
- Recorded audio with Zoom H2n

TV CREW, RADIO TALENT AND CORR. | WUFT

June 2013 – Feb. 2015

NEWS | CORRESPONDENT

- Pitched and wrote day-turn and feature stories for online publication
- Photographed and crafted online galleries in WordPress
- Recorded b-roll on a DSLR for newscasts
- Edited and fact-checked stories

Aug. 2014 – Dec. 2014

FM | RADIO READING SERVICE VOLUNTEER

- Aggregated stories for 4 p.m. show
- Read on-air for visually impaired audience

Aug. 2013 – Dec. 2013

TV | PRODUCTION CREW

- Manned cameras for live 5 p.m. and 6 p.m. broadcast

IND. FLORIDA ALLIGATOR | CORRESPONDENT | July 2013 – May 2015

- Created print and visual content for one of the largest U.S. college papers
- Wrote and photographed more several front-page stories