



LIDIA HERRERA

MULTI-SKILLED JOURNALIST

A Latina journalist seeking a new opportunity to continue to make a difference in the community and grow as a journalist.

CONTACT

**832-713-1663**

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 **www.love-your-life.org**

REFERENCES

Jonathan Munson
KIII 3News Director
Phone: 361-986-8380
Email : jmunson@kiiitv.com

Marangeli Lopez-Oliver
KYTX CBS19 News Director
Phone: 903-216-8030
Email : MLopezasant@cbs19.tv

Zachary Wellerman
KYTX Senior Digital Director
Phone: 903-738-0935
Email : mwellerman@cbs19.tv

SKILLS

- Digital Marketing Strategy
- Social Media Management
- Marketing
- AP Style Writing
- Content Development
- SEO Optimization
- Market Research
- Fluent in English and Spanish

EDUCATION

Bachelor of Art

University of Houston

Aug. 2015-May 2018

- Double major in Communications and Spanish
- Specialization in Broadcast Journalism

WORK EXPERIENCE

Multi-Skilled Journalist

KIII 3News, Corpus Christi, TX | 2024-2026

- Report, write, shoot, edit daily news stories for broadcast and digital platforms under daily deadlines.
- Reported live from breaking news and community events.
- Pitched story ideas to cover community news.
- Created digital articles and vertical videos.
- Collaborated with producers, editors, photographers, and digital content producers to produce content.

Digital Content Producer

KYTX CBS19, Tyler, TX | 2022-2024

- Produced and published daily digital content such as articles, vertical videos, photo galleries, and social media posts.
- Wrote SEO friendly headlines and web copy to increase audience engagement.
- Managed website content using Social News Desk and CrowdTangle.
- Monitored breaking news and trending topics to produce timely, engaging digital coverage.
- Collaborated with co-workers to develop cross-platform content for broadcast, web, and social media.
- Tracked audience performance metrics to help inform content decisions and improve engagement.

Social Media & Marketing Specialist

Montessori Reggio Academy, Sugarland, TX | 2021-2022

- Created original content, including graphics, videos, promotional campaigns, and written copy across multiple platforms.
- Managed daily content calendars and maintained a consistent brand voice.
- Monitored analytics and campaign performance to optimize content strategy and audience growth.
- Produced marketing materials, email campaigns, and digital advertisements to support business objectives.
- Stayed current on social media trends and emerging platforms to maximize reach and engagement.