

JOYCELYN CABRERA

DIGITAL MEDIA
STRATEGIST & PRODUCER

(520) 213 - 9885

PROFILE

Over six years of experience in journalism with an accompanying five years of digital media strategy and audience engagement.

Has worked across the country in field reporting and mass communications, as well as in audience marketing/strategy. Proficient in Spanish and English.

CERTIFICATIONS

GOOGLE SKILLSHOP

Analytics Individual Qualification
Display Ads Certification
Search Ads Certification

BYLINES

Arizona PBS	KNXV-TV (PHX)
AZ Big Media	KTAR-FM (PHX)
AZMirror	KYMA-TV (YUMA)
Awhatukee Foothills News	Pinal Central The Daily Courier
Cronkite News, PHX	(Prescott)
Cronkite News, DC	The State Press
Eastern Arizona Courier	Tucson Senteniel Tucson Weekly
Education at Work	The Glendale Star
KAET-TV (PHX)	The Copper Courier
KMSB-TV (Tucson)	and more

WEBSITE

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EMAIL

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SOCIALS

TWITTER: @joyce_cabreraAZ

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EXPERIENCE

AI COPYWRITER AND COPYEDITOR

COGNIZANT TECHNOLOGY SOLUTION | 2023 – PRESENT

Trained up-and-coming AI tools by producing both creative and informational assets in both curating and editing roles. Consistent top performer in both quality and production metrics for both curated and edited tasks.

DIGITAL MARKETING SPECIALIST

PHOENIX ART MUSEUM | 2022 – 2023

Increased digital audiences on Instagram and Facebook with frequent posting and strategic storytelling, which included content produced through multiple mediums. Increased email subscribers and communicated with 100,000 subscribers regularly.

DIGITAL PRODUCER & CONTENT EDITOR

THE STATE PRESS | 2018 – 2022

Copy editing for all desks in the newsroom - brought down correctable errors average repeatedly and strategized communication direction for three semesters in a row. Optimized search engine figures using metadata and other web tools.

CONTENT PRODUCER & MARKETING STRATEGIST

EDUCATION AT WORK | 2018 – 2022

Content producing, copy editing and engagement strategy for a nonprofit specifically targeted at BPO clients and student workers. The sole person on the marketing team for a majority of this time period, maintaining the department.

PROGRAMS

DIGITAL MEDIA REPORTER & PRODUCER

CARNEGIE-KNIGHT NEWS21 | JAN. – AUG. 2022

In-depth investigative reporting on police reform in America. Storytelling on multiple mediums. Increased audience engagement via digital strategy during production.

DIGITAL MEDIA STRATEGIST

WALTER CRONKITE SCHOOL OF JOURNALISM | AUG. – DEC. 2021

Lead successful paid & organic campaigns for various clients including Global Sports Matters, ISSUES in Science & Technology, AZPBS and Zocalo Public Square.

D.C. CORRESPONDENCE, Health & Politics

CRONKITE NEWS | AUG. 2020 – JAN. 2021

Lead the health desk and produced both enterprise and daily content on COVID-19 the 2020 election for a national audience. Contributed visuals and night-of stories.

SKILLS

PRODUCTION

- Writing
- Copy Editing
- Multimedia
- Marketing
- Analytics

ADOBE SUITE

- InDesign
- Premiere
- Audition
- Photoshop
- Illustrator

MICROSOFT

- Word
- Excel
- PowerPoint
- OneNote
- Sharepoint

MEDIA TOOLS

- Google
- Outbrain
- Brandzooka
- Hootsuite
- Crowdtangle

EDUCATION

BA JOURNALISM & MASS COMMUNICATION

Digital Media Emphasis | Digital Audience Analysis Minor

Arizona State University's Walter Cronkite School of Journalism and Mass Communication