

# Stephanie Farid

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## Education:

University of South Florida St. Petersburg December 2018  
*Bachelor of Arts degree in Mass Communications, Journalism and Media Studies.*  
Relevant Coursework: Social Media, Video Storytelling, History and Principles of Communication Law, Technical Writing, Reporting, Leadership Fundamentals, Writing for the Mass Media, Mass Communication and Society, Communication Ethics, Blogging, Public Speaking, Visual Communications

## Experience:

The Poynter Institute, St. Petersburg, Florida January 2019 - Present  
*Freelance NewsU Site Migrator*

- Build two courses per day for online journalism school, NewsU, and import content from previous host to Wordpress host.
- Copy edit content compliant with AP style.
- Work through user interface and create dynamic, cohesive and ideal user experience using Wordpress/Bakery.

American Heart Association, St. Petersburg, Florida August 2018 - January 2019  
*Communications Intern:*

- Liaise between company and newsroom for national video project, "Project Community."
- Craft 100 tweets per month, one video a week and write copy for photo posts, for various social media platforms to keep followers engaged.
- Produce monthly press releases and media alerts to create awareness for new events and research.

Online News Association (ONA), St. Petersburg, Florida August 2018- January 2019  
*Treasurer; Member of university chapter and international association:*

- Enchorage member engagement by planning weekly and monthly events.
- Satisfy event funding by creating grant proposals, presenting proposals at hearings and allocating funds for the event.

Neighborhood News Bureau, St. Petersburg, Florida May- December 2019  
*Reporter, Editor*

- Pitch and write, as well as photograph two stories per week about the people and life in Midtown St. Petersburg.
- Work collaboratively with team of journalists to report on and bring attention to important matters of the town.
- Oversee "Project: Tampa Bay", acting as the reporting editor and final video editor.

iHeartMedia, Tampa, Florida March - September 2018  
*Promotions Assistant:*

- Promoted events by taking between 50 and 60 photos at live events of guest interactions for social media posts.
- Built brand awareness by talking with people at events and being friendly, lively, and talkative about the company and other topics related to the event.

Ruth Eckerd Hall/Capitol Theatre, Clearwater, Florida January - June 2014  
*Entertainment Intern:*

- Created dynamic show experience for live concerts by assisting with lighting setup.
- Assured superb guest experience through sound check and assisting the sound engineer.
- Maintained order while directing and hosting meet and greets and VIP, keeping guests engaged and excited.

Pinellas County Schools, Office of Strategic Communications, Largo, Florida August - December 2013  
*Reporter/Intern:*

- Formed community connections and kept parents and students in the county aware and involved by producing weekly news segments, hosting, voice tracking, writing scripts and blogs, video production and editing.
- Developed watcher engagement through daily preparation of 10 riveting interview questions filming segments and b-roll.

## Skills:

Native fluency in Arabic, Advanced in Social media, Intermediate knowledge of Search Engine Optimization, Advanced knowledge of AP Style, Expert in Adobe Photoshop, Premiere Pro, After Effects and Audition, Advanced in WordPress CMS, Advanced knowledge of HTML, Intermediate efficiency in CSS, Expert in non-linear video editing with Premiere Pro and Final Cut Pro