

Lexy B Cruz
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MEDIA EXPERIENCE

WRDW-TV News 12, Augusta, Ga.

News Producer & Digital Content Creator/Editor, January 2013-Present

- Wrote, produced and booted a daily newscast pushing for an up-to-date, fast-paced product
- Pitched alongside reporters and anchors while producing two shows as a weekend producer/manager
- In charge of all online/mobile content on WRDW.com and managed social media accounts
- Produced a weekly live call-in show

TCU 360, Texas Christian University, Fort Worth, Texas

Executive Editor, Fall 2012

- Managed online-focused teams, content in an inaugural digital-first system
- Created a new system of teams and leaders to cover campus and community news

Editor-in-Chief, Spring 2012- Fall 2012, Associate Editor, Fall 2011

- Led coverage of TCU drug arrests by assigning stories, managing budget
- Developed the organization's Instagram, Pinterest and foursquare accounts
- Wrote and posted breaking news, briefs and investigative pieces

KDAF- CW 33, Dallas, Texas

Intern, Summer 2012

- Shadowed seasoned reporters on assignment, breaking news

COMPUTER SKILLS

- MS Office, Adobe InDesign, Photoshop, Final CutExpress & Pro, Storify, DocumentCloud, Avid iNews
- Social Media: Facebook, Twitter, Instagram, Pinterest, WordPress, foursquare, RebelMouse

LANGUAGE SKILLS

- Intermediate fluency in Spanish (conversational)

AWARDS

Georgia Association of Broadcasters

- [Best Newscast GABBY](#), 2014

Georgia Associated Press Awards: Honorable Mention, 2014

- Best Multiplatform Coverage Of A Single Story: "[11 people shot, 5 dead within 9 days](#)"

Texas APME Headliners Excellence in Journalism Awards

- First place 1A "Star Breaking News Report of the Year" for [TCU drug arrests coverage](#), 2013

Society of Professional Journalists Mark of Excellence Award, Region 8

- Third Place "Breaking News Reporting (Large)" for [quarterback Casey Pachall's suspension](#), 2012
- Second Place "General News Reporting (Large)" for [quarterback failing drug test](#), 2012

EDUCATION

Texas Christian University, Fort Worth, Texas

Bachelor of Arts, December 2012

Major: News Curriculum Minor: Women's Studies GPA: 3.4/4.0