


GIANNA RODRIGUEZ

JOURNALISM + COMMUNICATIONS

With a passion for storytelling through multimedia communications, I'm strengthening my skills in magazine journalism, copywriting, digital design and communications during my time at the University of Georgia. Strike Magazine Athens has been my favorite passion project during my college career, where I copyedit and write lifestyle content. Beyond traditional journalism, I am exploring the communications field for a magazine publisher, where I find a strong interest in communications, event planning, press releases and brand-building.

 giannarod012

 j.ohna

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EDUCATION

University of Georgia
Bachelor of Arts in Journalism

- Poynter Fact-Checking Certificate for Journalism and Media
- News Literacy Certificate
- Women in Media
- Rouge Magazine
- Bag the Bag UGA

SKILLS

AP Style
Writing
Copywriting
multimedia editing
SEO
Adobe products
HTML
Fact-checking
Google suite and Microsoft products
Reporting
media relations

EXPERIENCE

Health &
Diversity
Reporter

Jan. 2023 - present

The Oglethorpe Echo
Athens, Ga
- cover stories weekly in Oglethorpe County
- create multimedia products
- keeping a dying newspaper alive for the community

Media
Relations
Intern

Jan. 2023 - present

Gal Media Group
Remote
- Pitch clients to editorial contacts
- research for new contacts
- write pitch templates for assigned clients

Assistant
Opinion
Editor

Oct. 2022 - Jan. 2023

The Red&Black
Athens, Ga
- fact-check, edit, and ensure AP style is used in all pieces.
- write occasionally for the opinion column
- attend weekly budget meetings

Corporate
Communications
Intern

June 2022 - Aug. 2022

Dotdash Meredith
New York, NY
- Managed media tracking across all 42 brands
- Pitched content to journalists and popular outlets
- Developed ideas for a DE&I social campaigns to increase public awareness of company
- Prepared social media posts and videos with eye for viral content strategies
- Wrote and distributed press releases

Copieditor

Jan. 2021 - present

Strike Magazine
Athens, Ga
- pitch stories related to the culture/lifestyle beats
- Wrote and edited beauty, fashion, culture, and lifestyle content for correct grammar and style.
- Produced clear, concise and accurate content

Social Outreach
Coordinator
& Blog Writer

Sept. 2021 - April 2022

Habits 365
Remote
- Reached out to brand ambassadors via email and social media
- Managed product reviews and customer emails
- Scheduled meetings for customers/ambassadors to meet with CEO
- Wrote and edited blogs bi-weekly to promote products and personal wellness
wrote and edited copy for website and video scripts

Copywriter

Jan. 2022 - April 2022

Banch. Marketing
Remote
- Wrote and edited weekly articles for clients
- Focused on marketing and advertising research
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality
- Incorporated SEO keywords into copy to increase search result rankings