

NYLAH CAMPOS

HYBRID PRODUCER/CONTENT CREATOR

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STRENGTHS

- Creative Storytelling**
Crafts narratives that resonate with diverse audiences and highlight community issues, making complex topics accessible.
- Effective Collaboration**
Worked seamlessly with editorial teams, synthesizing ideas to enhance news coverage and build cohesive reporting strategies.
- Multimedia Proficiency**
Utilizes advanced tools like Adobe Premiere Pro to create polished video content that captivates viewers and complements storytelling.
- Strong Time Management**
Successfully oversees concurrent projects while meeting stringent deadlines, ensuring quality does not waver under pressure.
- Audience Engagement Focus**
Develops content promoted through social media channels, fostering audience interaction and increasing viewer loyalty.

SKILLS

Video Editing | Content Creation

Storytelling

Social Media Management

Researching Techniques

Interview Skills | Public Speaking

Event Coordination

Digital Content Strategy

On-Air Presentation

SUMMARY

Enthusiastic Hybrid Producer and Content Creator with hands-on experience in news production and multimedia storytelling. Proven ability to thrive in fast-paced news environments, producing compelling content across platforms. Strong communication skills, complemented by a solid foundation in Broadcast Journalism. Committed to delivering impactful stories that engage and inform audiences. Collaborated closely with team members in pitching story ideas based on community interests and current events, ensuring timely coverage of critical stories. Looking forward to leveraging this expertise and passion for storytelling within a new dynamic team environment.

EXPERIENCE

Hybrid Producer/Content Creator

BrightStar Media Group | January 2025 – Present | Rochester, NY

Served as Hybrid Producer/Content Creator, shaping engaging newscasts and digital content. Supported multiple productions from concept through delivery while collaborating extensively within the newsroom. Played a crucial role in maintaining quality and relevance of news products amidst fruitful tight deadlines.

- Produced and edited high-quality newscasts for broadcast and digital platforms, ensuring content meets audience expectations.
- Collaborated with reporters and editors to develop story ideas that resonate with local viewers, enhancing audience engagement.
- Conducted interviews and research to support news stories, providing depth and context to coverage.
- Utilized multimedia editing software to create visually appealing video packages that accompany news segments.
- Contributed to daily editorial meetings, pitching story ideas and providing insights based on community interests.
- Managed time effectively to meet tight deadlines while maintaining high-quality standards in all productions.

Student Producer

Rochester University Media Lab | September 2022 – December 2024 | Rochester, NY

Focused on producing student-led news segments that highlighted campus and community events. Engaged collaboratively with peers to enhance broadcast quality and guest interactions.

- Collaborated with peers to produce weekly news segments showcasing campus events and community issues.
- Conducted interviews with university officials and students, crafting narratives that highlight diverse perspectives.
- Edited video content using industry-standard software, enhancing storytelling through effective visual communication.
- Assisted in the organization and execution of live broadcasts, ensuring smooth production flow and audience engagement.
- Developed promotional materials for social media platforms, increasing viewership and interaction with content.
- Presented news segments to the university community, honing on-air presentation skills and gaining valuable feedback.

Graphic Design

Newsroom Technology

Communication Skills

Time Management

Project Coordination

LANGUAGES

English Native

Spanish Proficient

MY CAREER



● Hybrid Producer/Content Creator at BrightStar Media Group (1.4 Years)

● Student Producer at Rochester University Media Lab (2.2 Years)

LEADERSHIP & AWARDS

- Dean's List, Rochester University, Fall 2023
- Best Student News Segment Award, Rochester University Media Lab, 2024

EDUCATION

Bachelor of Arts in Broadcast Journalism

Rochester University 🎓 GPA: 3.8 📅 2025 📍 Rochester, NY

Coursework: Media Ethics, Advanced Reporting Techniques, Multimedia Production, Communication Theory

CERTIFICATIONS

- Google Digital Marketing & E-commerce Certificate 📅 2026
- Adobe Certified Expert (ACE) in Premiere Pro 📅 2026

TECHNICAL SKILLS

- **Editing Software:** Adobe Premiere Pro, Final Cut Pro, Avid Media Composer
- **Newsroom Tools:** ENPS, iNews, Dalet
- **Production Equipment:** Cameras, Audio Recorders, Mixing Boards
- **Animation Software:** After Effects, Blender, DaVinci Resolve
- **Digital Marketing Platforms:** Hootsuite, Mailchimp, Google Analytics
- **Content Management Systems:** WordPress, Joomla, Squarespace
- **Social Media Analytics:** Facebook Insights, Twitter Analytics, Instagram Insights
- **Presentation Software:** PowerPoint, Google Slides, Prezi
- **Data Visualization Tools:** Tableau, Google Data Studio, Microsoft Excel
- **Graphic Design Software:** Canva, Photoshop, Illustrator

PROFESSIONAL AFFILIATIONS

- Vice President, Broadcast Journalism Club, Rochester University
- Member, Student Media Association, Rochester University

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST