

# Nylah Campos

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## SUMMARY

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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

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### Hybrid Producer/Content Creator

January 2025 – Present

BrightStar Media Group

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

September 2022 – December 2024

Rochester University Media Lab

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.

## LEADERSHIP & AWARDS

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

## EDUCATION

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### Bachelor of Arts in Broadcast Journalism

2025

Rochester University GPA: 3.8

Rochester, NY

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

## CERTIFICATIONS

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

## TECHNICAL SKILLS

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- **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

**SKILLS**

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- Video Editing
- Content Creation
- Storytelling
- Social Media Management
- Researching Techniques
- Interview Skills
- Public Speaking
- Event Coordination
- Digital Content Strategy
- On-Air Presentation
- Graphic Design
- Newsroom Technology
- Communication Skills
- Time Management
- Project Coordination

**PROFESSIONAL AFFILIATIONS**

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

**LANGUAGES**

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- English (Native)
- Spanish (Proficient)

**ADDITIONAL INFORMATION**

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

**REFERENCES**

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AVAILABLE ON REQUEST