

# GABRIELLA VUKELIC

(516) 474-1060 | gabriella.vukelic@newsday.com | @gabriellavuk

## EXPERIENCE

### **Arizona Daily Wildcat**

*Social Media Editor*

**Tucson, AZ**

**August 2017 – December 2017**

- Generated social posts for Facebook, Twitter, Instagram and conduct Facebook Live for special events or breaking news
- Evaluated the impact of posts at varying times of the day in order to assess and stimulate more engagement
- Received second place Pinnacle Award at College Media Awards 2017 for Best Social Media Main Page

### **Spoon University**

*Reporter and Photographer*

**Tucson, AZ**

**January 2017 – December 2017**

- Beat: Food reviews, recipes and new restaurant evaluations/ wrote two stories per month

### **Family Circle Magazine, Meredith Corporation with ASME**

*Editorial Intern*

**New York, NY**

**June 2017 – November 2017**

- Produced DIY videos remotely for Family Circle social media on an ongoing basis
- Engaged with and gained an understanding of the food, health, art, lifestyle, pets, and fashion/beauty sections of the magazine
- Updated stories through InCopy and ensured other stories were circulated to editors properly
- Conducted interviews and pitched stories that were later published and posted daily on the brand's Pinterest
- Worked with social media team to better market the brand and monitor how social platforms were performing using Curalate

### **American Society of Magazine Editors (ASME)**

*Social Media Director*

**New York, NY**

**June 2017 – August 2017**

- Generated social posts for Twitter and Instagram highlighting the work of several ASME interns at different magazines
- Created Snapchat account for ASME allowing interns to "snapchat" their daily routines throughout the summer
- Assisted in the creation of asme50.org, a website updated annually by the new ASME interns spotlighting their summer experience

### **Tucson Weekly**

*Metro and Feature Intern*

**Tucson, AZ**

**January 2017 – May 2017**

- Wrote 3-5 blogs per week on local news and new restaurants in the Tucson area
- Copy edited during production days and updated weekly calendar events happening in Tucson for readers

### **Arizona Sonora News Service**

*Metro Reporter Apprentice*

**Tucson, AZ**

**August 2016 – December 2016**

- Reported one story per month on prominent local and regional topics and created multimedia components for each story
- Stories were published to a website created by interns and also featured in the Tombstone Epitaph

### **Arizona Daily Star**

*Metro Reporter Apprentice*

**Tucson, AZ**

**August 2016 – December 2016**

- Beat: education and local politics/ wrote two stories per week and live tweeted during 2016 presidential election
- Basic data analysis for future organization in story projects

### **Arizona Daily Wildcat**

*News Reporter*

**Tucson, AZ**

**May 2015- May 2016**

- Beat: ASUA student government, wrote 3-5 stories on issues associated with the board

### **Long Island Herald**

*Metro and Feature Intern*

**Garden City, NY**

**June 2015 – August 2015**

- Wrote weekly articles about hard and feature news concerning two towns on Long Island
- Shadowed InDesign producers and learned about the design of a weekly newspaper
- Edited Press Releases relating to several different sections of the paper

### **Paulo Friere Freedom School**

*Assistant Teacher*

**Tucson, AZ**

**January 2015 – April 2015**

- Provided reading/writing tutoring during Learning Lab for students who needed extra attention
- Led book club that highlighted high interest/low reading level novels to increase fluency and promote a love for reading
- Edited students' stories before entering writing contests on topics such as bullying, racism and current events

## EDUCATION

**Undergraduate, Journalism 3.7**

**Tucson, AZ**

**The University of Arizona, School of Journalism**

**December 2017**

Bachelor of Arts, Journalism with a double-minor in Communication and eSociety and Information Sciences

## PROFESSIONAL ACTIVITIES/MEMBERSHIPS

**University of Arizona**

- **ATLAS Leadership Program- Gold Level certified**
- **Sports Journalism Club – Secretary**
- **Society of Professional Journalists – University of Arizona Chapter**

**August 2014 – May 2015**

**August 2014 – December 2014**

**January 2015 – May 2015**

## SKILLS

- Premiere, Buffer, Polopoly, DMdesk, SND, InDesign, Photoshop, Final Cut Pro X, InCopy, WordPress, FB, Twitter, IG, LinkedIn
- Fluent in Italian; Elementary level of Spanish and Serbian