

ALEJANDRO JOSÉ LÓPEZ

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EDUCATION

UNIVERSITY OF FLORIDA

B.A. in Business Administration
Minor in Communication Studies

UNIVERSITY OF FLORIDA

M.A. in Mass Communication

MEMBERSHIPS

**The Honor Society of
Phi Kappa Phi**
2016 - 2017

**The National Association of
Hispanic Journalists**
2017 - Present

**The Society of
Professional Journalists**
2017 - Present

SKILLS

Writing Styles

*Sports, business, news, real estate,
entertainment, radio and copy writing*

Proficiencies

Novice: *Adobe Illustrator, Microsoft Excel,
Tableau*

Intermediate: *WordPress, Audacity,
Adobe Premiere*

Expert: *AP Style, Microsoft Word*

Languages

Fluent in both English and Spanish

INTERESTS

C. Tangana, cheap European flights and dogs
(particularly Wheaten Terriers)

EXPERIENCE

THE AGENCY: UNIVERSITY OF FLORIDA | GAINESVILLE, FL

Lead Copywriter | April 2018 - Present

After beating out 90 percent of applicants for the position, I began work in a full-service advertising agency. My first account assignment came in the form of Dibros, a design and construction firm based in Newberry, FL. Managing a pair of websites and a blog, I worked with agency supervisors and company officials to craft informative, compelling copy about Dibros' developments in and plans for the Town of Tioga.

ESPN GAINESVILLE WRUF | GAINESVILLE, FL

Radio + Web Team | January 2018 - Present

As a student staffer with Gainesville's primary source for sports information, I worked in multiple capacities: I wrote and recorded hourly "Trending Now" broadcasts for radio, penned web stories for different sports and interacted with fans on social media through the organization's Facebook page. I further acclimated to a professional environment and gained a deeper understanding of the demands of a multimedia newsroom.

LA EQUIS 92.7 | LAS CRUCES, NM

Radio Contributor | December 2017 - Present

My bilingualism was put to the test as a contributor for Ruby Bada's program, "Lo Mejor de Todo." As a contributor, I was expected to contribute two Spanish language segments per week, focusing on general interest sports stories that transcended the playing field. I learned how to properly write and perform radio pieces on air while simultaneously improving my Spanish.

THE GAINESVILLE SUN | GAINESVILLE, FL

Staff Writer | November 2017 - Present

Correspondent | January 2017 - August 2017

Hired as a general-purpose intern, I gained experience across several beats, including entertainment, local news and cops. Afterwards, I was brought on as an entertainment freelancer before transitioning to staff writing within the sports section. Charged with contributing to daily staff reports, I interviewed local coaches and wrote game recaps for the section's Prep Roundup. I also went out on assignment as needed, covering both high school and University of Florida athletic events.

THE SOUTH FLORIDA SUN-SENTINEL | DEERFIELD BEACH, FL

Correspondent | June 2017 - August 2017

Leveraging my business degree, I was selected to work with the newspaper's business section. Over the course of my internship, I covered breaking business stories, analyzed local acquisitions, interviewed South Florida entrepreneurs and profiled some of the most luxurious mansions in the tri-county area for one of the most-circulated newspapers in Florida and the United States.

THE HOCKEY WRITERS | ST. LAMBERT, QUEBEC, CANADA

Web Contributor | June 2016 - December 2016

Concentrating my coverage on the Florida Panthers hockey club, I was tasked with generating original story ideas and meeting a minimum quota of articles per month. I familiarized myself with advanced statistics and used publicly-available information to pen everything from trade analyses and opinion pieces to player and prospect profiles.

THE INDEPENDENT FLORIDA ALLIGATOR | GAINESVILLE, FL

Copy Editor + Staff Writer | September 2015 - December 2016

Hired by the sports section as a copy editor, I learned the basics of AP style firsthand before transitioning to the cross-country beat. In my three semesters with the section, I also covered the gymnastics, volleyball and women's basketball teams; interviewing players and coaches, attending press conferences and contributing articles for publishing along the way.

INVOLVEMENT

UNIVERSITY OF FLORIDA CREW

Rower | September 2013 - May 2017

Executive Board Secretary | May 2016 - May 2017

In 2016, I was named a member of the American Collegiate Rowing Association's All-Academic Second Team and was part of the 2017 Varsity 8+ that won silver at the FIRA state championships and placed fourth at the Head of the Hooch. I also served as the secretary of the 2016-17 Executive Board, voting on vital team matters and serving as the primary point of contact for parents, potential rowers and other interested parties.