CRISTINA **HERRERA**

Promotions & Production Assistant · On-Air DJ · Podcast Host

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EDUCATION

SEPTEMBER 2020 – PRESENT

NYU CLIVE DAVIS INSTITUTE OF RECORDED MUSIC X BILLBOARD

CERTIFICATION: MUSIC INDUSTRY ESSENTIALS

MAY 2020

BACHELOR OF ARTS - CALIFORNIA STATE UNIVERSITY, FULLERTON

CERTIFICATION: RADIO-AUDIO

MINOR: PUBLIC RELATIONS

MAJOR: CRIMINAL JUSTICE

SKILLS

- Adobe Creative Cloud
  - Audition: audio editing & production
  - Spark Post: graphics
  - Photoshop: some experience with graphics, currently learning more
- Additional graphic design via Canva
- Experience as a radio DJ
  - Live on-air via Airtime
  - Remote production
  - Recording
- Promotions
  - Remote event set-up, phone calls, facilitating call-ins and prize giveaways, formatting & creating back-end website posts and more
- Conducting interviews
- Writing for pitches, PSAs, short copy for on-air presentation and blog posts
- Proficiency in Microsoft and Google programs
- Experience with Cision & DocuSign programs
- Social media use
  - Instagram, Facebook, Twitter
- Customer service, money-handling, schedule building and supervisorial responsibilities

EXPERIENCE

FEBRUARY 2020 – PRESENT

PRODUCTION ASSISTANT, ANAHEIM BROADCASTING

As a production assistant, I work with the director to create and collaborate on voicing and producing pieces to be shared on air.

JANUARY 2020 – MAY 2020

STUDENT VOLUNTEER, KNOTS OF LOVE

As part of a student led public relations team, I volunteered with the nonprofit to help them with their outreach efforts within the Orange County area. Collectively, we created a campaign to assist the organization in maintaining communication with their audiences when COVID-19 closures disrupted their engagement. We worked on pitches for various media outlets and created graphics to post on the organization's social media accounts. I was responsible for gaining coverage through radio stations by corresponding with media contacts via email, submitting scripts to create PSAs and sharing graphics for social media posts.

SEPTEMBER 2019 – OCTOBER 2019

EVENT VOLUNTEER, A21

Volunteer assisting staff in planning, organizing, and improving community outreach to prepare for the Annual Walk for Freedom hosted by A21, a global non-profit anti-human trafficking organization.

MARCH 2019 – PRESENT

96.7 KCAL ROCKS STREET TEAM PROMOTIONS, ANAHEIM BROADCASTING

Part time employee responsible for working with the director to promote the station at local events, post content on social media accounts, interact with listeners, facilitate giveaways and call-ins, as well as provide office assistance including making phone calls, formatting, and creating back-end website posts and more.

SEPTEMBER 2018 – AUGUST 2020

STUDENT DJ, TITAN RADIO

Volunteer DJ at Titan Radio, hosting weekly show titled “The Girl With The Rock Show”. The theme of the show focused on alternative, indie, and pop punk rock music as well as information regarding upcoming tours, new releases, and related news.

SEPTEMBER 2018 – MAY 2020

STREET TEAM, TITAN RADIO

Volunteer on street team, helping promote the station on campus, assisting at their events and increasing awareness of their involvement on campus.

JUNE 2018

VOLUNTEER, PURE NOISE RECORDS

Volunteer at the Pomona date of the Final Full Cross Country Run of the Vans Warped Tour. Assisted staff from the record label with putting up posters throughout the venue and setting up their booth.

AUGUST 2017

CATERING VOLUNTEER, VANS WARPED TOUR

Volunteer at the Pomona date of 2017 Vans Warped Tour. Assisted staff from the catering department with serving the talent and crew of the event backstage.

OCTOBER 2016 – AUGUST 2018

STUDENT SHIFT SUPERVISOR, ARAMARK (SEPTEMBER 2017-AUGUST 2018)

Employee responsible for managing general workers, supervising their duties, assisting higher management with customer service, money-handling, schedule building and training.

STUDENT SERVER, ARAMARK (OCTOBER 2016-SEPTEMBER 2017)

Employee responsible for maintaining, stocking, and organizing assigned work areas as well as assisting supervisors and customers when needed.