

Denise Florez



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Work Experience

Los Angeles Times

May 2015 – July 2023 Multiplatform Editor

- Curated homepage using Chartbeat and news judgment skills. Managed homepage during breaking news events such as the 2019 Notre Dame fire and the January 6 Capitol attack, as well as during special events like the Oscars and Golden Globes.
- Coordinated production of the annual Holiday Gift Guide special section for seven years, adding illustrations, links and recirculation navigation to all stories. The package garnered 1,140 subscriptions in 2021.
- Digitized the 1983 Pulitzer Prize-winning series “[Latinos](#)” and the 1982 series “[Black L.A.: Looking at diversity](#).”
- Produced stories for the Travel section, and received the Lowell Thomas Gold award in 2018.
- Designed and produced landing pages for the Image and Lifestyle sections. Part of the redesign for Home and Living sections into the new Lifestyle section for the website.
- Produced Disneyland guide adding illustrations, links and recirculation navigation to all stories. The package garnered 118 subscriptions.
- Sent breaking news alerts across multiple platforms when major networks and AP called the election for President Joe Biden.
- Pitched story ideas and sent breaking news alerts for continued coverage of the secret audio recording of Los Angeles City Council members that was the 2023 Pulitzer Prize winner for Breaking News Reporting.
- Wrote and edited headlines for SEO.

March 2013 - April 2015 – Contributing writer for Hoy Los Angeles.

- Wrote stories for weekly print edition

May 2012 - May 2015 – Editorial assistant

- Assisted newsroom staff with research, fact-checking and mail distribution.

Education

B.A. Journalism, USC

A.A. General Education, Chaffey College

Language

Fluent in Spanish