

ASTRID MENDEZ MEDINA

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YouTube channel, FB fan page and twitter: [@astridmendeztv](#)

MEDIA RELATED EXPERIENCE

TJ Sports and TJ Sports USA, Doha, Qatar

Fall 2022

Bilingual TV Anchor – Reporter and Content Creator

- Developed, wrote, recorded, produced and presented soccer, transportation, travel and feature stories for both YouTube channels during the FIFA World Cup.
- Developed, wrote, produced and hosted Youtube soccer shows in English and Spanish.

KTNV Channel 13, Las Vegas, NV

2020 - 2021

Bilingual TV Reporter – MMJ

- In charge of the Hispanic Community beat, building it from scratch with enormous growth.
- Developed, wrote, recorded, produced and edited 1-3 daily packages and news stories.
- Presented news stories, both live and recorded, for early, afternoon and night newscasts, including general assignment, breaking news, immigration, politics, sports and health.
- Promoted stories on social media, wrote web articles for stories and created special content for digital outlets both in English and Spanish.

KVDA Telemundo 60, San Antonio, TX

2014 - 2018

TV Reporter – VJ and Fill-in Anchor

- Developed, wrote, recorded, produced and edited 2-4 daily packages and news stories.
- Presented news stories, both live and recorded, for early, afternoon and night TV newscasts, including setting up own live shots. Also represented station at many events.
- Anchored afternoon and night newscasts on weekdays and weekends, when needed.
- Hosted special TV news coverages: New Year's Eve, "Mujer y Vida", "Línea de Ayuda".

Dream Job ESPN Deportes, US

2014

Runner-Up Finalist - TV Reporter for the 2014 FIFA World Cup.

- Participated as an on-air talent at several ESPN Deportes TV and radio shows during a 4-month period, to talk about several soccer events.
- Produced, wrote and edited 2 weekly videos (news packages and soccer game analysis).
- Promoted all my participation at several social media outlets to engage people in this competition, both to earn daily votes and to increase my online presence as a journalist.

"Newscene" (San Diego City College TV program), San Diego, CA

2012 - 2013

On-air talent, videographer, writer and producer

- Produced packages and news stories that created an impact on our local audience.
- Acted as on-air talent and produced show segments like lead stories and entertainment.

OTHER WORKING EXPERIENCE

CDC Foundation, Las Vegas, NV

2022

Communication Specialist (Workforce Initiative)

- Developed, implemented, and evaluated traditional and message strategies that met public health mission and goals of the CDC Foundation and the NV Health Response team.

EDUCATION

San Diego City College (SDCC), Radio and Television Communications

Fall 2011-Fall 2013

Universidad Iberoamericana Tijuana (UIA)

2002-2007

B.A. in Communication (Specialty in Journalism and PR). Graduated with honors.

Jesuit Exchange Program: *University of San Francisco (USF)*

2005-2006

ADDITIONAL SKILLS

Languages: Spanish: native fluency; French: basic proficiency.

Experience with Microsoft Office and Editing Programs (Final Cut Pro, Edius and iMovie).

AWARDS/ACTIVITIES

EMMY Award Winner: 2020 PSW Chapter (Breaking News - Multiple Reports – Reporter) 2020

EMMY Award Winner Lone Star Chap (Best Newscast Evening Medium Market – Reporter) 2018

EMMY Award Winner PSW Chap (Student category – Producer "Stories de la Frontera") 2014

NAHJ Conventions - Excellence in Journalism Conferences, US 2011-2017, 2019, 2022