

# Alex Hering

alejandra.hering@gmail.com

www.alexhering.com

+44 789 90 77717

## Skills

**Audio & Video** - Final Cut Pro/Express ♦ Edius ♦ Adobe Premier, Soundbooth, Audition | **Interactive** - HTML ♦ CSS ♦ Adobe Dreamweaver, AfterEffects, Flash, Photoshop, In-Design, Illustrator | **Media** - AP/CP style writing ♦ research and analysis ♦ fluent in Spanish

## Experience

- 2011** | **Dot.Talent, London, England** (June - present)  
Junior content editor - Producing video features for mobile applications as part of a digital publishing team specialising in enhancing the online presence of celebrity talent.
- 2010** | **MediaEDGE**, Toronto, Ontario, Canada (Sept - Dec 2010)  
Web Video producer - Established the first corporate video production capability for trade magazine and website publishing house. I added the use of motion graphics, b-roll and lighting.
- 2010** | **Toronto Star**, Toronto, Ontario, Canada (May - Sept 2010)  
Radio Room intern - Monitored city emergency crews on radio scanners and twitter at the 24-hour news desk for breaking news. Filed online content for the newspaper's website and paper edition serving the 2.5 million community in Toronto and surrounding areas.
- 2010** | **WOAI TV**, NBC, San Antonio, Texas (Jan - May 2010)  
Intern - Researched, shot and edited story packages for two daily broadcasts and edited scripts on weekend newscasts.
- 2009** | **San Antonio Express-News**, San Antonio, Texas (June - Sept 2009)  
Intern/reporter - Produced video package about San Antonio's homeless veteran population that won a National Broadcasting Society award. I covered the crime beat for the website and daily paper edition.
- 2009** | **Press Association**, London, UK (May 2009)  
Work Experience - Wrote for the news wire serving several national newspapers and shadowed reporters at the Royal Courts.
- 2009** | **Scripps Howard Foundation Wire**, Washington, D.C. (Jan - Apr 2009)  
Intern/reporter - Covered Presidential inauguration, Congress, U.S. Military and health care stories for Texas newspapers. Produced video/audio slideshow packages that were published in the publication's website and Scripps newspapers.
- 2008** | **Laredo Morning Times**, Laredo, Texas (May - Sept 2008)  
Intern/reporter - General assignment, features and entertainment reporter who covered crime and courts for internationally circulated newspaper on the US, Mexico border.
- 2008** | **Associated Press**, Austin Bureau, Stringer - Election Day coverage
- 2010** | **WOAI TV**, NBC, Volunteer -Texas Primary Election Day coverage

## Awards

- 2010** | **National Broadcasting Society** Region 4, 2nd place News Segment for piece on homeless veterans in San Antonio's Salvation Army shelter.
- 2009** | **Headliners Foundation of Texas**, Annual Journalism Scholarship

## Activities

- 2011** | **SXSW Interactive** - 'South By Texas State' blogger
- 2010** | **SXSW Interactive** - Conference volunteer and blogger
- 2010** | **NXNE Interactive** - North By Northeast Interactive Conference volunteer

## Education

- 2010** | **TEXAS STATE UNIVERSITY**, San Marcos, Texas, Bachelor of Arts in journalism with minor in design, graduated with honors

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## References

2010

**Roger Gillespie**  
**AME, Visuals Editor**  
The Toronto Star  
Torstar Corporation  
Toronto, Ontario, Canada  
416.804.1128  
rgillespie@thestar.ca

2010

**Kevin Brown**  
**President**  
MEDIAEdge Communications  
Toronto, Ontario, Canada  
416.512.8186  
kevinb@mediaedge.ca

2009

**Dino Chiecchi**  
**Administrative Editor**  
San Antonio Express-News  
Hearst Newspapers  
San Antonio, Texas  
210.250.3355  
dchiecchi@express-news.net

2009

**Jody Beck**  
**Director**  
Semester in Washington Program  
Scripps Howard Foundation Wire  
Washington, D.C.  
202.408.2748  
beckj@shns.com

2010

**Laurie Fluker**  
**Associate Dean**  
**College of Fine Arts and Communication**  
Texas State University - San Marcos  
San Marcos, Texas  
512.245.2529  
lf04@txstate.edu