

Grecia S. Lopez

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Education

Bachelor of Arts, Broadcast Journalism

California State University, Northridge

August 2012 - May 2017

Professional Experience

Digital Content Producer/ Social Media Manager – Enrique Santos Show

May 2021 – now

iHeartRadio, Miami, FL

- Oversee digital content production for Enrique Santos Show on Instagram / Facebook / Youtube Shorts
- Work closely with record labels such as Sony Music Latin, UMG Latin, Rimas, Rich Music, Warner
- Attend Latin music events with the team and create digital content for Instagram Stories, IGTV and Reels
- Schedule content throughout the day/week with LATER Media
- Produce content with CANVA, FinalCutPro and Publer
- Pitch trending story ideas in daily production meetings and maintain relationships with publicists
- Help grow IG account from 85.k to 118k and counting with consistent content

Lead Content Producer/ Entertainment Journalist

January 2020 – December 2020

Telemundo Network Enterprises, Miami, FL

- Oversee content selection for Telemundo & Quibi's "For The Cultura" English Latinx Entertainment Show
- As the lead content producer, I would manage a team of talent, associate producers, and production assistant
- I would lead our daily editorial pitch meetings and assist with editing scripts
- Work closely with the executive producer and supervising producer to select our daily rundown
- Daily calls with publicists to curate content for the show
- Help schedule, conduct and produce daily celebrity interviews: Becky G, Ivy Queen, Residente, & more
- Send our daily content to be posted onto Telemundo's "Latinx Now!'s" Instagram page and Twitter
- Monitor mainstream outlets and social medias for any breaking entertainment news

Content Producer/ Entertainment Journalist

June 2018 – December 2019

CBS Interactive, Burbank, CA

- Pitch & produce daily stories for Entertainment Tonight Live to share on FB, Twitter, Instagram
- Write scripts, transcribe interviews, produce packages and curate guest segments
- Produce & co-host Latinx Entertainment for ET MAS: Karol G, Anuel, J Balvin, Rosalia, Luis Fonsi, & more
- Produced live coverage from the 2019 Latin AMAs, 2019 Billboard Latin Awards, 2019 Premio Lo Nuestro

E! News Production Assistant

April 2017 – June 2018

NBC Universal, Universal City, CA

- Assist producers with day of air celebrity stories by researching celebrity breaking news
- Work with field producers at premieres, junkets, award shows and other red-carpet events
- Produce packages and pitch story ideas to head producers for the 7pm show

NBC News TODAY Show Intern

January 2017 - April 2017

NBC Universal, Universal City, CA

- Investigated breaking news and feature stories
- Accompanied producers in the field to assist with interviews and production
- Transcribed incoming tapes for production segments

Skills

- Google Hangout/ Google Docs / Google Drive /Microsoft Word/ Excel/ PowerPoint / Outlook / iNews
- Social Media: Instagram, Facebook, Twitter, Tiktok
- Editing: FinalCutPro, Canva