

GABRIELA VIDAL

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PROFESSIONAL SUMMARY

Communications leader with over nine years of experience in multimedia journalism, digital media, and management. Proven ability to translate complex information into compelling narratives across social, video, and other content-engaging platforms. Bilingual with a passion for brand storytelling that drives measurable business and societal impact.

RELEVANT EXPERIENCE

Multiskilled Journalist / Reporter

CBS News Colorado (KCNC) – Denver, CO | July 2023 – Present

- Lead end-to-end planning, execution, and optimization of five high-visible campaigns per week, generating over 100K+ views and shares across digital and broadcast platforms
- Directed real-time crisis communications, aligning legal, executive, and field teams to deliver consistent messaging under high-pressure conditions
- Analyze audience performance data and platform analytics to tailor content and improve engagement
- Partner cross-functionally with producers, editors, videographers, and digital teams to align messaging and storytelling success
- Translate complex information into clear, concise, and compelling narratives
- Participate in at least four emcee and public speaking engagement events per year

Multimedia Journalist / Reporter

KMOV News 4 – St. Louis, MO | June 2021 – June 2023

- Led daily content strategy on Facebook, X, and Instagram, resulting in high-engagement posts reaching daily numbers of over 40K+ users
- Led a cross-functional team of three to four people (producers, videographers, digital) to execute multi-platform news campaigns, increasing audience reach and driving a 20% lift in web traffic
- Nominated for a Mid-American Emmy in Live Reporting, demonstrating excellence in storytelling and broadcast journalism
- Used Google Analytics, Dash Social, and social media insights to optimize stories and increase user engagement and website traffic
- Created performance-driven branded visuals, graphics, and data visualizations using Excel and Adobe tools to support storytelling and clarity

Multimedia Journalist / Content Writer

CBS Austin (KEYE-TV) – Austin, TX | June 2019 – June 2021

- Planned and executed a minimum of five television news segments per week across multiple social streams, with topics including health, technology, education, and social issues
- Translated news segments into 800-word written web articles, showcasing copywriting, proofreading, and concise storytelling skills
- Built partnerships and collaborated with nonprofits and advocacy groups to amplify their missions through storytelling and press coverage

Multimedia Journalist / On-Air Talent

CBS2 / FOX28 (KGAN/KFXA) – Cedar Rapids, IA | July 2017 – May 2019

- Represented the brand at 10+ public-facing events on a quarterly basis, including press conferences and emcee events, to strengthen brand trust and visibility
- Independently produced and edited video content using editing software including Edius Pro, Final Cut, and Adobe, while balancing speed, quality, and performance metrics

RECOGNITIONS

Mid-American Emmy Nominated – Live Reporting

ADDITIONAL SKILLS

Marketing: B2B, SEO, Mailchimp, Google Analytics, Canva

Management: Asana, Trello, Monday.com, Slack, project management

Creative Software: Adobe Creative Suite (Photoshop, InDesign, Premiere Pro, Audition, Lightroom)

Editing Systems: ENPS, EDIUS Pro, Avid Media Composer, iNews, Final Cut Pro

Social Platforms: Instagram, Facebook, X, TikTok, YouTube, Pinterest, Dash Social

LANGUAGES

Native Spanish | Highly Proficient in French

EDUCATION

University of Southern California – Los Angeles, CA

B.A. Broadcast and Digital Journalism | B.A. International Relations

Honors: Cum Laude, Annenberg Scholar, Dean's Scholar