

ANDREA CALCANO CRUZ

OBJECTIVE

To use my communication skills in the mass media or related industry.

WORK EXPERIENCE

Accruz.com 2005 - present
Freelance Webmaster

- Assist businesses and non-profit organizations by creating new or modifying existing websites with HTML coding and image creation. Perform domain registration, hosting, email set-up, file creation with Dreamweaver, Adobe Photoshop, FTP, requested updates, and search engine submission. Site examples via Accruz.com.

The News Chief, a New York Times Company 2006 – 2009
Features Writer / Freelance Correspondent

- Implemented subject research, prepared pre-interview questions, completed interviews, wrote and edited copy using AP Style, coordinated photography or photographed subjects as needed. Used Adobe InCopy, InDesign, Photoshop. Co-editor of the East Polk Lifestyles Magazine. Uploaded the News Chief newspaper to the website on the weekends. Samples of published clips available via Accruz.com (150+ articles published).

Kingham Software / ePolk.com 2005 – 2005
Administrative Assistant

- Produced invoices, received payments, entered and paid bills using Quickbooks, in addition to general office work such as answering phone, faxing and scheduling. Fulfilled domain registration and renewals. Checked for back monies owed and performed debt collection campaign.

PastimePublications.com 2003 – 2008
Sole Proprietor / Webmaster

- Created, wrote and edited content of e-commerce website specializing in affiliate magazine subscription sales. Carried out all essential tasks related to ownership, advertising, finance, and client contact, including Google Adwords and search engine optimization for the site.

EDUCATION

University of South Florida BA Mass Communications - Journalism: Magazine Option earned, graduated Dec. 2007. Overall GPA: 3.55.

Assoc. in Arts degree earned from Polk Community College, May 2003.

- Mass Communication courses taken: Writing for the Mass Media, Mass Comm. & Society, Communications Law, Research Methods, Intro to Telecomm., B'cast News, Beg. Reporting, Magazine Article & Feature Writing, News Editing I, Media Ethics, among many others.
- \$3,000 journalism scholarship won, April 2007: John & Geraldine Wing Alexander Endowed Scholarship. Given to mass communication students with superior academic performance.
- Editor-in-chief of Polk Community College's "PCC Press," spring term 2003.