

Irene Florez • JOURNALIST

304 Perkins St • Oakland, CA 94610 • (206) 245-7830

GRAPHICS EXPERIENCE

Web Editor, National Radio Project, March 2011 - current, Oakland, CA

Design and update E-newsletters; Develop bi-annual newsletter; Create web graphics.

Communications Associate, WAGES, 2008-2009, Oakland, CA

Led conversion of outdated PHP websites including selecting designers and the final design; Led brand change in conjunction with Seventh Generation; Designed and laid out a bi-monthly 9k run newsletter.

Communications Specialist, SEIU, 2007-2008, Oakland, CA

Designed and laid out weekly flyers, monthly newsletters and a 5k run tri-fold end-of-campaign mailer.

GPS Assistant, contract, TransFair USA, 2005-2007, Oakland, CA

Laid out Fair Trade impact reports for two major accounts.

RESEARCH & WRITING EXPERIENCE

Freelance Journalist, various, November 2009 – current, Oakland, CA

Research and report for online news and radio outlets; Create audio slideshows and videos; Identify events and subjects of interest; Fact check for a local, daily radio news show; Research and create write-ups for a syndicated policy & news radio show; Identify and record forums, interviews, and conferences.

Online Media Editor, Contract, March 2010 – current, Oakland, CA

Research and write case studies, press releases and other copy.

Communications Specialist, SEIU, 2007-2008, Oakland, CA

Researched, tracked and pitched stories in four CA regions.

GPS Assistant, contract, TransFair USA, 2005-2007, Oakland, CA

Led coffee producer recruitment including research in four markets; Conducted coffee supply reconnaissance in Latin America for two major accounts; Carried out Paraguay sugar production and trade research and producer needs assessments; Wrote co-op profiles.

SKILLS PROFILE

Adobe Creative Suite, audio and video editing programs; Social media applications; HTML

EDUCATIONAL HISTORY

Claire Schoen • Soup-to-Nuts Radio Production Seminar • 2011, Berkeley, CA

Knight Digital Media Center • Multimedia Workshop • 2011, Berkeley, CA

KPFA • Radio Production Apprenticeship • 2010-2011, Berkeley, CA

Media Alliance • Copyediting Workshop • 2008, Oakland, CA

Tokyo University of Foreign Studies • Japanese Culture, Economics • 2004-2005, Japan

Mills College • B.A. with Honors, International Relations, Letters • 2002–2006, Oakland, CA