

Alberto Camargo

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EDUCATION

Graduated in 2022: Bachelor of Arts in Communications

University of South Florida, Tampa, FL

TRAINING

Sports Journalism Institute, Class of 2022

May 2022

- Was one of 16 students chosen for a week-long training hosted by Greg Lee, David Squires and Red Smith Award winners Sandy Rosenbush and Leon Carter

WORK EXPERIENCE

NCAA Digital Postgraduate Intern, WBD Sports, Remote

August 2022 - Present

- Led NCAA soccer coverage on website with written recaps, live blogs and tactical previews, all self-pitched and produced
- Covered the Men's and Women's College Cups on-location live coverage and dual-language video interviews for site
- Supplemented soccer coverage with prediction and opinion videos, self-scripted and presented for site

Sports Intern, Knoxville News-Sentinel, Knoxville, TN

May 2022 - August 2022

- Worked alongside editorial teams across 15 USA Today South newspapers for news, game coverage and trending stories
- Collaborated with the Digital Optimization team to create headlines, slugs and briefs that are SEO-friendly
- Wrote and published my first Spanish byline, a player feature on Alexander Canario, a top-20 Chicago Cubs prospect

NCAA Digital Editorial Intern, WBD Sports, Remote

January 2022 - April 2022

- Wrote, edited and produced original content for NCAA.com covering NCAA sports like basketball, baseball/softball and more
- Oversaw the operations and day-to-day production of NCAA.com through an internal content management system (CMS)
- Managed products for the Division I Men's Basketball Championship, including the March Madness Live app

Assistant Sports Editor, The Oracle, University of South Florida, Tampa, FL

January 2021 - May 2022

- Covered NCAA Division I athletics including attending postgame press conferences and media availabilities
- Wrote 3-4 and edited 8-10 articles weekly including game reports, breaking news, analysis and features in AP Style
- Managed staff writers and correspondents with weekly meetings, writing workshops and helping to brainstorm pitches

Traveling Communications Intern, American Junior Golf Association, Braselton, GA

May 2021 - August 2021

- Created social media content on Instagram, Twitter and TikTok with interactions and views of 1.3-2.2 million per month
- Shot and edited photos and videos of 12 junior golf tournaments using Adobe programs such as Photoshop and Premiere Pro
- Published in-house website content four times a week including press releases, tournament updates and recaps in AP Style

Digital Media Intern, LALtoday, Lakeland, FL

January 2021 - May 2021

- Supported daily operations and content plans for newsletter, including writing original stories and pitching content ideas
- Contributed to social media (Facebook, Twitter, Instagram) including creating original content and monitoring user analytics
- Initiated community outreach including attending and covering events to introduce brand to local businesses and influencers

Communications Intern, Orlando City Soccer Club, Orlando, FL

May 2019 - October 2019

- Organized media credentialing and managed press box for 15 Orlando City and Orlando Pride home matches
- Recorded and transcribed post-match player/coach interviews for internal content including post-game recaps/quote sheets
- Worked as Spanish-language liaison for Spanish media and fans during the 2019 MLS All-Star Game vs Atletico Madrid

SKILLS

- *Languages*: Spanish (Fluent) Speaking/Reading/Writing
- Adobe Suite (Photoshop, Premiere Pro)
- Microsoft Office (Word, Powerpoint, Excel) and Google equivalents