

Joanna Flug-Entin

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Skills and Strengths

- Proficient in the craft of writing hard-hitting words that sell, promote, educate and inform.
 - Can polish and refine stories and articles, in order to direct the focus of the reader to the major points of the text.
 - Work well under pressure and thrive in a deadline-driven, rapidly changing environment.
 - Proficient in Excel, Adobe Photoshop, Indesign, Illustrator, Final Cut Express, and video.
 - While interning for a publication, acquired hands on experience pitching stories, conducting interviews, and copy editing.
 - Studying abroad in Europe for five months broadened my cultural awareness, as well as taught me how to be a more effective communicator. Learned the value of being self-sufficient and finding alternative means to solve problems.
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Education

California Polytechnic State University, San Luis Obispo

Major BS Journalism GPA 3.5

Minor Psychology GPA 3.9

University of Torino, Torino, Italy GPA 3.6

Professional Experience

Scene Magazine: Editorial Intern, September 2011-present

- Published writer
- Assisted editor with fact checking and editing
- Worked with advertising department with sales
- Scheduled interviews/interviewed
- Assisted graphic designer and assisted with photo shoots.

Sage Diaper: Copywriter, June 2007- July 2011

- Wrote various copy options, which was then presented to the client as a story board
- Presented creative and imaginative concepts, which captured the essence of the client's business
- Re-developed the clients image through the modification of preexisting copy as well as original content

CPTV Reporter: October 2009-June 2011

CPTV-POLYVISION

Broadcast Media industry

- As Reporter, developed local story ideas, conducted interviews, wrote, shot, edited and fronted VOSOTs and reporter packages for weekly half-hour newscast broadcast on campus and throughout San Luis Obispo County.
- As Producer and Executive Producer, responsible for assignment editing, selecting stories, assigning stories to reporters, formatting the rundown, writing and editing international, national, and regional stories in VO, VOSOT and/or PKG format. Proficient in Final Cut Express and Photoshop.
- As Production Assistant, operated teleprompter, studio cameras, audio board, playback and created graphics. Also worked as floor director.

SLOLife Magazine Internship: A local magazine in San Luis Obispo, Writer March 2011-June 2011

- Developed story ideas, interviewed sources, and wrote a feature story on a local Baseball team
 - Transcribed interviews, worked one-on-one with the publisher, and performed other office tasks
 - Managed content and worked one-on-one with clients to develop advertisements placed in our publication
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Achievements

- Work was published in various magazines
- Made Deans list at California Polytechnic State University
- 1st place group for the conceptualization and marketing of a new product

References available upon request

