
LYNNETTE CANTOS

EDUCATION

MASTER OF ARTS
MASS COMMUNICATIONS
University of Florida
May 2020 - May 2023

BACHELOR OF ARTS
MULTIMEDIA JOURNALISM
Florida Atlantic University
Aug. 2012 – Aug. 2017

SKILLS

Associated Press Style, Bilingual
(English/Spanish), Video Editing &
Production, Social Media Analytics,
Public Speaking, Adobe CC Suite.

WORKSHOPS

NBC-U ACADEMY AT NAHJ
Selected for Visual Storytelling
During Breaking News Workshop
July 2021

ORLANDO BLOGGERS UNION
Guest Speaker
Video Editing 101 & 102
March 2019 & Feb. 2020

MEMBERSHIPS

NATIONAL ASSOCIATION OF
HISPANIC JOURNALISTS
Central Fla. Chapter
Secretary 2021-2022
Treasurer 2020-2021
Industry Member since 2015

PROFILE

I'm a multimedia journalist with a background in breaking news, audience engagement and community features. Between my strong work history in the journalism industry and my curious yet approachable nature, I've written, produced and published numerous articles and videos with a critical focus on storytelling, alongside optimizing best social media practices to ensure maximum reach for corresponding platforms.

EXPERIENCE

SENIOR DIGITAL CONTENT PRODUCER

ORLANDO SENTINEL | ORLANDO, FL | SPRING 2019 - FALL 2021

- Maintained proper rotation of Orlando Sentinel's daily articles on its website based on viewing retention statistics from Chartbeat and solid news judgment of Central Florida's news readership.
- Published breaking news, photo galleries, calendar of events and evergreen content while observing daily print and online deadlines through Arc Publishing.
- Scheduled social media posts and mobile app notifications on trending stories daily through SocialFlow, Later, OneSignal, and Urban Airship content management systems (CMS).
- Collaborated quarterly with Sun Sentinel newsroom, Tribune's sister publication in South Florida, with social media management and website maintenance.
- Conducted training sessions on newsroom operations to new digital producer hires and interns from the University of Central Florida's Nicholson School of Communication and Media.
- Responded to Twitter messages and moderated Facebook comments in order to maintain active discussion while abiding by legal guidelines.

REGIONAL VIDEO PRODUCER

THE STATE NEWSPAPER | COLUMBIA, SC | WINTER 2017 - SPRING 2018

- Edited, produced and uploaded video content using Adobe Premiere Pro for South Carolina's daily newspaper and consecutive McClatchy media markets.
- Reached video traffic goals of 88,000 views per month by prioritizing visual content on top stories.

FREELANCE JOURNALIST

DLC CREATIVES, LLC | SOUTH FLORIDA | SUMMER 2014 - SUMMER 2017

- Self-employed contributor to several publications based on knowledge and research on subject materials. Bylines include South Florida Gay News, JapanTravel.com, WLRN 91.3 FM Miami and Huffington Post: Latino Voices.