

# LYNNETTE CANTOS

## PROFESSIONAL EXPERIENCE

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### CONTRIBUTING WRITER & SOCIAL MEDIA CONSULTANT

DLC Creatives, LLC

Orlando, FL

Spring 2022 - Present

- Independent agent offering services in news and content writing, social media management, and video production. Ongoing projects include contributing features writer for Orlando Weekly and developing social media content strategies for a Seattle-based video game company.

### SENIOR DIGITAL CONTENT PRODUCER

Orlando Sentinel - Tribune Publishing

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 with Sun-Sentinel newsroom, Tribune's sister publication covering South Florida, with social media management and website maintenance on a quarterly basis.
- 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 and ethical guidelines.

### REGIONAL VIDEO PRODUCER

The State Newspaper - McClatchy

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 network across 30 newsrooms.
- Reached video traffic goals of 88,000 views per month by prioritizing visual content on top stories.

### FREELANCE MULTIMEDIA JOURNALIST

2014 - 2017

- Published bylines as seen on The Huffington Post, NPR's Miami affiliate WLRN 91.3 FM, South Florida Gay News, South Florida Journal, TomoPOP, and JapanTravel.com.

## EDUCATION

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### UNIVERSITY OF FLORIDA

Master of Arts, Mass Communications: Social Media Marketing

Gainesville, FL

2020 - 2023

- Honors: Graduation with Distinction

### FLORIDA ATLANTIC UNIVERSITY

Bachelor of Arts, Multimedia Studies: Journalism

Boca Raton, FL

2012 - 2017

- Activities: FAU Student Government, FAU Student Media

## ADDITIONAL INFORMATION

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- **Skills & Tools:** Associated Press Style, Bilingual (English/Spanish), Video Editing & Production, Social Media Analytics, Detailed Research & Fact-Checking, Public Speaking, Adobe Creative Suite, Windows & Mac OS, SocialFlow, WordPress, Slack, TweetDeck, Meta Business Suite, YouTube Creator Studio.
- **Certifications:** Social Media Marketing & SEO Certifications from HubSpot (March 2023); Copywriting for Social Media, Video Marketing Strategies, WordPress Essentials and SEO Foundations Certificates from LinkedIn Learning (March 2023).
- **Workshops:** Guest Speaker at Orlando Bloggers Union for "Video Editing 101 & 102" panels (2019-2020), Selected for NBC Academy's "Visual Storytelling During Breaking News" virtual panel (2021).
- **Memberships:** National Association of Hispanic Journalists (NAHJ) member since 2015; Central Florida Chapter Secretary (2021-2022), Treasurer (2020-2021), Social Media Coordinator (2019-2020).