

Valentina Herrera

PROFESSIONAL SUMMARY

Accomplished and innovative television director with a proven track record in live news, spearheading highly rated projects like Emmy-nominated specials and major event coverage. Expert in Adobe Premiere and a master of visual storytelling, I excel in creating compelling content and fostering collaborative environments.

Seeking to pivot an already exciting career in live television to a video editor position. Eager to extend my technical expertise, attention to detail, and creative vision.

WORK EXPERIENCE

Newscast Director - 06/2021 to Current

WFLA-TV, News Channel 8 - Tampa, FL

- Direct the market's most-watched 6 pm and Spanish-language 10:30 pm newscasts, both increasing in ratings during my tenure.
- Led multiple special projects, including the switch to a new graphics system, the Spanish broadcast of Bucs pre-season games, election specials, hurricane coverage, multiple sports championship specials, and major breaking news events.
- Regularly record and edit in-studio content for on-air talent.
- Emmy-nominated Director, 2023 - Evening Newscast Larger Markets, "WFLA News Channel 8 at 7 Election Special"

Weekend Morning Newscast Director - 10/2019 to 06/2021

KXAN-TV - Austin, TX

- Direct morning and noon newscasts, non-stop weather & traffic show, lifestyle show "Studio 512", and in-studio segments of "State of Texas", a political feature program syndicated across the state.
- Edit together live segments of daytime lifestyle show "Studio 512" for next day re-air.

Weekend Morning Newscast Director - 10/2018 to 10/2019

WCBD-TV, News 2 - Charleston, SC

- Direct and punch the News 2 Today morning newscast & midday shows, and special live editions of "Living Local" lifestyle show.
- Collaborated with the anchor/producer to overhaul the weekend morning show, taking on some line producer responsibilities including timing out the show and giving time cues.
- Re-cut syndicated and daytime programming for re-air through master control.

EDUCATION

Bachelor of Science, Telecommunications Production, 2018

University of Florida - Gainesville, FL

CONTACT

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SKILLS

- Adobe Premiere Pro, Audition, and After Effects
- Grass Valley live automation products
- Audio editing
- Creativity and Innovation
- Verbal and written communication
- Visual storytelling

PROJECTS

- "Please Like This!" podcast, Creator, co-host, editor - 08/2020 to 02/2021
- Theater Strike Force improv and sketch comedy troupe, Technical Director - 06/2017 to 04/2018
- "Mute" web series, ChomPics Productions, Director, Chief Editor - 10 to 11/2017

LANGUAGES

- Spanish, Native/Bilingual