

Valentina Herrera

PROFESSIONAL SUMMARY

Accomplished and innovative director with a proven track record in live television news, spearheading highly rated projects, including Emmy-nominated broadcasts and major event coverage. Skilled in storytelling and audiovisual production, with experience shaping compelling narratives for both broadcast and digital platforms. Eager to apply my technical expertise, attention to detail, and creative vision to a growing production.

WORK EXPERIENCE

Newscast Director - 06/2021 to Present

WFLA-TV, News Channel 8 - Tampa, FL

- Direct the market's most-watched 6 pm newscast and Spanish language 10:30 pm newscast, both increasing in ratings during my tenure, and earning multiple Emmy nominations.
- Helm multiple special projects, including multiple equipment upgrades and switchovers, the Spanish broadcast of Bucs pre-season games, election specials, the annual Gasparilla parade broadcast, multiple sports specials, hurricane coverage, and major breaking news events.
- Develop new camera shots, check and evaluate graphics, and ideate with producers on how best to showcase news content.
- Work closely with engineers and production crew to ensure smooth and efficient operation of all broadcast equipment, including robotic cameras, automation & graphics systems, and programming logs.

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

KXAN-TV - Austin, TX

- Directed daily morning and noon newscasts, including a non-stop weather & traffic show, and the lifestyle show "Studio 512."
- Coded rundowns using iNews and executed newscasts using GV Ignite automation.
- Directed the in-studio production for "State of Texas," a statewide syndicated political feature program.

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

WCBD-TV, News 2 - Charleston, SC

- Directed 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 producer responsibilities, including timing in ENPS.

EDUCATION

University of Florida - Gainesville, FL, 2015-2018

Bachelor of Science, Telecommunications Production

CONTACT

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- Work samples found at valentinaherrera.com

SKILLS

- Live switchers and automation systems: Grass Valley Ignite, Ross OverDrive
- Newsroom systems: AP ENPS; Avid iNews
- Post-production editing: video editing, (Adobe Premiere) audio mixing (Adobe Audition, Pro Tools)
- Creativity, Innovation, and Visual storytelling
- Bilingual English/Spanish

AWARDS

- Emmy nomination (2024) - Evening Newscast Larger Markets, "News Channel 8 at 6pm"
- Emmy nomination (2023) - Evening Newscast Larger Markets, "WFLA News Channel 8 at 7 Election Special"
- Edward R. Murrow Award (2021) - KXAN Investigates Digital