

ROSE BACA

COMMUNICATOR AND VISUAL STORYTELLER



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SUMMARY

Passion-driven storyteller with a strong background in photography, newspaper journalism, corporate communication and social media, with a keen eye for sharing stories and products in a unique way. Excels in a fast-paced environment with a proven track record in project management, prioritization, creativity, execution, and building strong relationships.

EXPERIENCE

Digital Media Specialist

American Airlines June 2020 – Present

- Manage internal large-format digital signage at headquarters and hub airports
 - Create thoughtful video and still graphics
 - Work with communicators to deliver timely content
 - Manage content across network and ensure technology is performing properly
- Send daily, special and as-needed email communications to team members in formatted html code
- Photograph team members, corporate events, and leadership for company communications

Social Media Engagement Specialist

American Airlines May 2019 – June 2020

- Run the strategic direction and content creation of American's global social media storytelling on Instagram, Twitter, Facebook, LinkedIn and YouTube
- Work closely with Community Relations on social campaigns and events in the community
- Collaborate with team members across the company at every level of the organization to bring diversity and cultural relevancy, consumer loyalty and growth to American
- Oversee all paid and organic social marketing campaigns
- Increased American's social media presence on Instagram by more than 9,000% over two years

Staff Photographer

The Dallas Morning News Sept. 2014 – May 2019

- Photograph daily and late-breaking news, sports, features, food and portraits for The Dallas Morning News
- Style and photograph products and people in studio, and manage lighting and background elements to achieve desired creative effect
- Edit, tone, color correct and caption all photos in a timely manner
- Produce and edit video from daily assignments via DSLR or mobile device
- Collaborate with reporters and editors to produce stills and video for extended story projects
- Generate story ideas and produce stills and video for individual photo stories
- Conduct interviews and write content for standalone photo stories, blogs and social media posts.

Neighborsgo Reporter/Photographer

The Dallas Morning News Feb. 2010 – Aug. 2014

- Write 1-2 local stories per week for community publication
- Photograph news, sports, features and portraits for 11 weekly community editions
- Build network of community-written stories and edit/manage content for weekly edition

MOST PROUD OF

My family

My husband and two-year-old daughter are a daily reminder to be grateful for life's moments and to learn from the challenges.

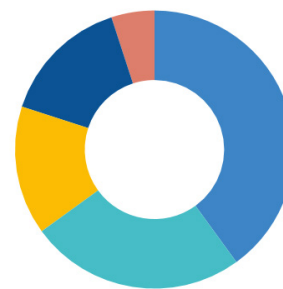
My reputation and growth as a storyteller

My willingness to accept critique and mentorship from some of the best storytellers in my field has shaped my work tremendously and taught me there is always room to improve myself.

My personal achievements

Running four marathons gave me the confidence to set lofty goals for myself and taught me the discipline needed to achieve something that feels impossible.

MY TIME



- Producing creative visuals for American Airlines
- Creating memories with my daughter Sally and husband Frank
- Spending time with friends
- Being active
- Traveling

PORTFOLIO OF WORK

 rosebacaphoto.com

EDUCATION

Texas Christian University

Dec. 2009

B.S in news/editorial journalism, emphasis in photography

SKILLS

Software: Adobe Creative Suite, Photo Mechanic, Final Cut Pro
Technical: Nikon and Canon camera systems, still and video shooting/editing, studio/location lighting, basic html coding

REFERENCES

Tom Fox, staff photographer at *The Dallas Morning News*
817.614.5441, tfox@dallasnews.com

Michelle Makasini, former social manager at American Airlines
817.915.7615, mfmakasini@yahoo.com