

CRISTINA SANTIAGO

EXPERIENCE

KTUL (TULSA) & KOKH (OKC) - MULTIMEDIA JOURNALIST Dec 2024 - Jan 2026

- Pitch, research, and develop story ideas across multiple beats while meeting daily deadlines.
- Shoot, write, and edit news packages, VOs, and VOSOTs for broadcast and digital platforms.
- Conduct interviews, gather b-roll, and perform live shots in the field.
- Collaborate with producers, anchors, and editors to create compelling storytelling.
- Write and produce content for the station's website and social media platforms.
- On air personality for lifestyle segments for the Oklahoma Living show.
- Provided live and post-game coverage as a sports reporter for the 2025 NBA Finals.
- Covered severe weather events through live reports and on-air updates.

SEC/ESPN DIGITAL MEDIA INTERN

January - May 2024

- Collaborated with team members to fulfill all digital demands in content coverage for game events and studio productions.
- Published editorial content, maintaining accuracy and consistency for the SEC digital platforms.
- Assisted with website development and supported editorial needs for the new SEC website.

CNN - EDITORIAL OPERATIONS INTERN

June - August 2023

- Assisted the editorial operations team in day-to-day tasks and responsibilities.
- Collaborated with various departments to ensure smooth and efficient news production.
- Contributed to the organization and management of production assets.
- Developed a strong understanding of the news industry and CNN's editorial standards.
- Wrote and recorded three minute scripts for CNN Sports and CNN World Sports.
- Worked and assisted with CNN international shows.

LEE ELDER INTERNSHIP AT THE 122ND U.S. OPEN

June 2022

- Awarded an immersive internship experience focusing on various aspects of the golf industry.
- Shadowed Kira K. Dixon, reporter for the Golf Channel. Finalist out of 25 for the Lee Elder Internship Pitch Competition, where I presented my idea for diversity and inclusivity in the golf industry to a panel that included the executive team from the USGA and Dr. James Cash, one of the owners of the Boston Celtics.

WUFT-TV NEWS - CHANNEL 5 PBS AFFILIATE STATION


May 2022 - Dec. 2023


- News Reporter/Anchor: Create news packages for "First at Five" shows; pitch story ideas shoot interviews and b-roll on location; write my own script for my packages, VOs and VOSOTs on a deadline, and live shots on location.
- Production crew for the Facebook Flex show: Worked teleprompter, cameras, and Xpression.
- Sports anchor/Producer Wednesday's show "First at Five": Produce my own sports packages, write my own script, and film my own Gator sport content, produced an NIL package where I interviewed NFL 4th overall draft pick Anthony Richardson.
- 2023 NBA in Paris Game Chicago Bulls vs. Detroit Pistons: Conducted interviews with players and other personnel to gather information and quotes.


WRUF ESPN GAINESVILLE 98.1 FM / 850 AM


October 2021 -Dec. 2023

- Sports staffer: Wrote sports articles on various sports for the wruf.com website and did two on-air 45-second sport daily recaps.
- Radio producer: Manage various ESPN Gainesville sports shows.
- Social media content creator: Manage the ESPN Gainesville Instagram and Twitter feeds and post various Gator football and basketball content.
- Beat reporter for Gator football and basketball: Write various articles on both teams, attend press conferences, games and practices to create content for the website.

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 cristinaespinet

 Cristina Santiago

SKILLS / EXTRA

- Proficient in Adobe Software, Canva, AP style, AP ENPS and iNews
- Social Media Content Creation and Strategy
- SEO and Digital Writing for Web
- NBCU Academy Fellow
- Recipient of NAHJ/ ESPN's Pedro Gomez Foundation
- NAHJ Member

LANGUAGES

 Spanish

 Italian

EDUCATION

UNIVERSITY OF FLORIDA

B.S. in Journalism
Concentration in Sports and Media

December 2023