

Deanna Trejo

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PRODUCING SKILLS

- **Camera Operation:**
 - Sony PXW-X70, Sony NEX-EA50
 - DSLR Canon EOS Rebel T7i
- **Video Editing:**
 - Adobe Premiere Pro
 - Adobe After Effects
- **Image Editing:**
 - Adobe Photoshop
 - Adobe Illustrator
- **Sound Editing**
 - Audacity
 - Audition
- **Additional Skills:**
 - News and non-fiction script writing
 - Directing and producing
 - Google Analytics certified, SEO
 - CMS: WordPress, Mailchimp, Constant Contact and Salesforce
 - Social media content creation and strategy
- **Award Nominations:**
 - Class documentary “This Is Me” nominated for Student Emmy 2019

PRODUCING EXPERIENCE

Editor & Data Analyst at D.C. Trejo Word Services April 2012 – Present

- Analyze and report Google Analytics data for small ecommerce, non-profit and other clients
- Assess online presence and advise website edits and social media strategies
- Proofread digital content and suggest edits for more effective messaging
- Assist clients in creation and maintenance of social media profiles

Producer with The Well of Mercy Aug 2019 – Dec 2019

- Created video ads for social media with existing b-roll for Giving Tuesday
- Directed small team filming at fundraiser to create ads and documentary
- Produced digital content and advised on social media strategy, resulting in more online engagement

Broadcast News Assistant at Loyola University Chicago Jan 2019 – May 2019

- Assisted in Convergence Studio for weekly [Rambler Sports Locker](#) and [Loyola News Chicago](#)
- Worked in control room during newscasts and set up studio for recording newscasts
- Reported and interviewed for [Loyola News Chicago](#), wrote script, filmed and edited footage

Chief Editor of “This Is Me” documentary at Loyola University Chicago Jan 2019 – May 2019

- Scripted and edited class documentary about Girls Rock! Chicago
- Coordinated filming and interviews with student teams at various venues
- Communicated with organization leaders and documentary subjects for smooth production

Web Editor for BadGirlChats May 2011 – Sept 2016

- Edited daily content blog for Nicole Hollander and her comic strip “Sylvia” via WordPress
- Maintained daily Mailchimp RSS email service to blog subscribers
- Analyzed and reported monthly metrics from Google Analytics, Mailchimp and Facebook
- Wrote headlines and leads, contributed original content, led editorial meetings

EDUCATION

Master of Communication: Digital Media and Storytelling **Loyola University Chicago** 2018 – 2021

Master of Arts in Philosophy, Literature & Religion **University of Sussex** 2006 – 2008

Bachelor of Arts in English Literature **Loyola University Chicago** 2000 – 2004