

## Haley Ziomek

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[www.haleysiomek.wixsite.com/portfolio](http://www.haleysiomek.wixsite.com/portfolio)

[www.linkedin.com/in/haleysiomek/](http://www.linkedin.com/in/haleysiomek/)

### WORK EXPERIENCE

#### Arizona's Family (KTVK & KPHO), Phoenix, Arizona

Feb. 2022 - Present

*Associate News Producer*

- For three months, I wrote news copy for 4.5 hours of the top-rated *Good Morning Arizona*, collaborating with show producers on content, format, and themes
- Then, I solo-produced 74 half-hour shows for the #1 rated noon news show in Phoenix, researching and writing the latest and most impactful stories
- Now, I solo-produce a one hour weekend evening show, making snap decisions during live broadcast based on feeds, breaking news, and show timing

#### Homemade Haley's, Remote

May 2019 - Present

*Content Creator*

- Create unique weekly posts for Instagram food blog with 5,000+ followers – [www.bit.ly/halhome](http://www.bit.ly/halhome)
- "The Breakfast Buzz" digital platform show merging news and cooking – [www.bit.ly/TBrBuz](http://www.bit.ly/TBrBuz)

#### [with] Media, Remote

May 2021 – Aug. 2021

*MMJ/Producer*

- Produce disability-centered stories for digital platforms, namely for the show "The Disability Perspective"
- Research, report, and interview disability advocates in my community and across the country

#### UTD TV, Dallas, Texas

Feb. 2019 – Dec. 2020

*Producer/Host*

- Hosted and/or produced 24 shows for UTDTV; the man-on-the-street show "Campus Consensus," and the limited series "Cameo Kitchen," increasing YouTube subscribers by 50%
- Implemented a new producer check for department to maintain quality of content prior to broadcast

#### Botslovers, Madrid, Spain

June 2019 - June 2019

*Public Relations Intern*

- Designed social media content including images, videos, and graphics for both English and Spanish speakers
- Collaborated to add 600+ data points on local businesses to an Excel database, organizing outreach of services daily

### OTHER WORK EXPERIENCE

#### Starbucks, Scottsdale, Arizona

April 2021 – Feb. 2022

*Barista Partner*

- Fostered positive customer relations while preparing and serving food/drinks for 100+ customers daily
- Ensured product quality, handled \$500+ cash and credit card payments, listen to and recommend new items for guests

### EDUCATION

#### The Walter Cronkite School of Journalism and Mass Communication at Arizona State University

*Master of Mass Communication | 2022*

#### The University of Texas at Dallas

*B.A., Arts, Technology, and Emerging Communication | 2020*

*Minor in Latin American Studies*

### HONORS & AWARDS

- Magna cum Laude Graduate, UT Dallas 2020
- Academic All-Conference for Women's Soccer, UT Dallas 2019
- Student Athlete Advisory Committee, UT Dallas 2018 - 2020
- Vice President of Public Relations for the National Society of Collegiate Scholars, UT Dallas 2018 - 2020

### PUBLICATIONS

["Making dough: Phoenix chef leaves Microsoft to sell pastries at farmers markets"](#)

Dec. 2021