

Joseph M. de Leon
12113 Metric Blvd., Apt. 1413, TX 76710 210-334-7619
josephmdeleon@gmail.com Web site: www.deleongraphics.com

Work Experience

Reporter, *Community Impact Newspaper* April 2009 – present
Write transportation, education, government, business and general news articles for the Web and print about Cedar Park and Leander for a 44,500-circulation independent monthly newspaper. Post daily Web updates, including articles, Twitter posts and Facebook updates. Other tasks include photography, copy editing and laying-out print content.

News Producer, *Waco Tribune-Herald* Nov. 2008 – April 2009
Connect readers with online content, such as stories, multimedia and special reports, for a 40,000 circulation daily newspaper. Acquire, process and package content for all sections of a Web site that reaches about 200,000 unique visitors monthly. Copyedit, research and write headlines and summaries; build and maintain databases, forums and blogs. Create and maintain section channels, RSS feeds, widgets and social networking feeds, such as Facebook and Twitter.

News Producer, *The Seattle Times* Sept. 2007 – Oct. 2008
Connect readers with online content, such as stories, multimedia and special reports, for a 218,000 circulation daily newspaper. Acquire, process and package content for local, nation/world, business and sports sections of a Web site that reaches about 3.5 million unique visitors monthly. Copyedit, research and write headlines and summaries; build and maintain databases, forums and blogs.

Business Reporter, *The Frederick (Maryland) News-Post* June 2006 – Aug. 2007
Deliver narrative storytelling with an eye for diversity while covering business, general assignment and feature stories for a 40,000-circulation independent daily newspaper. Translate complex and technical language into lively, reader-friendly articles. Prepare and deliver weekly Biz Beat webcast and post daily updates to Web site and business blog.

Self-employed Graphic Artist, Project Manager, de Leon Graphics Dec. 1997 - Present
Coordinate projects among a group of freelance graphic artists. Provide graphic/Web design and one-on-one instruction to clients, including nightclubs, government contractors and ad agencies. Projects include Web development, print assignments, multimedia projects, 3d modeling/ animation and photography.

Graphic Arts Instructor, San Antonio College Dept. of Continuing Education Feb. 2001 – April 2006
Develop and present graphics, Web and print-related instruction to continuing education students. Courses range from computer literacy to classes that demonstrate advanced graphics production techniques, such as Integrating Photoshop, Dreamweaver and Flash.

Education/ Training

Society of American Business Editors and Writers annual conference – 2007, 2008, 2009

Business Reporting Resident, Dow Jones Newspaper Fund at New York University, May 2006

Journalism major, San Antonio College

Mobile reporter, gather audio, video, blog and print reports for *The (San Antonio College) Ranger* during a trip across three states to cover areas affected by Hurricanes Katrina and Rita, Dec. 26 – 31, 2005.

Continuing Education Instructor Certification, San Antonio College, 2001

Computer Skills

Well-versed with Windows and Mac platforms. Experienced with CSS and HTML coding. Working knowledge of content management software Cox Tools, CCI NewsDesk, MattBase, Moveable Type, Brightcove and NewsEdit Pro. Talented with design software, such as Adobe PhotoShop, InDesign, After Effects, Premiere, Dreamweaver and Final Cut Pro. Experienced with graphics hardware, such as scanner, graphics tablet, digital still and video cameras.

Languages

Can carry out conversational interviews in Spanish and American Sign Language