

NUSHA BALYAN

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EDUCATION

Columbia University Graduate School of Journalism, New York, N.Y.
Master of Science, broadcast concentration.

May 2010

Caldwell College, Caldwell, N.J.

B.A. in Communication Arts, minor in Marketing, summa cum laude
Class Valedictorian, Kappa Gamma Pi

May 2005

MULTIMEDIA EXPERIENCE

Ambrica Productions, New York, NY

Nov. 2011 – Present

Associate Video & Web Producer, *The Story Exchange*, a global video project empowering women to start their own business.

- Produce, write and edit multimedia stories, featuring short videos; write, publish, and update content for thestoryexchange.org.
- Find, pre-interview, and evaluate women entrepreneurs for video profiles.
- Assist in conceptualizing and revamping a new look and functionality for the website, implementing HTML and Photoshop.
- Develop and implement SEO and Social Networking strategies that increased twitter followers 7 times and tripled Facebook subscribers.
- Shoot and edit short videos; film additional footage for documentaries.
- Conduct research; organize video shoots and prepare call sheets; shoot second camera.
- Collect, prepare and organize media to assist editor on ongoing documentaries and shorter video features.
- Assist with administrative tasks, including tax forms; prepare expense reports; and manage office supplies.

Futuro Media Group/ NPR's Latino USA, New York, NY

June 2010 – Oct. 2011

Radio Producer

- **NPR's Latino USA**: "Living with Alzheimer's" – wrote and produced radio documentary for special series on Latinos and health.
- **NPR's Latino USA**: "The Bronx River" – reported, wrote and produced 12-minute radio story for the series RadioNature.
- **NPR's Morning Edition and Latino USA**: "La Posada" – recorded and produced the story of traditional Mexican Christmas carols and celebration brought on the streets of New York City.

Associate Producer (TV)

- **BBC World News America**: "The Latino Obama from Texas" – conducted research, prepared call sheets, shot second camera.
- **BBC World News America**: "Meet America's Newest Immigrant Soldiers" -- conducted research, prepared call sheets, shot second camera.
- **PBS World Compass**: "Greening the Ghetto with Majora Carter" -- conducted research, prepared call sheets.

Web Producer

- Managed and maintained websites for NPR's LatinoUSA.org and FuturoMediaGroup.org.
- Wrote web copy for stories, gathered and edited images, assembled and embedded written, audio and visual materials; produced and edited web videos and audio slide shows; managed and updated Social Media sites.

Production Coordinator

- Participated in editorial meetings; researched projects and stories, prepared questions for interviews.
- Managed Maria Hinojosa's schedule; managed company itineraries; served as computer admin; worked directly with the Executive Producer on the administrative management of the company.
- **PBS's Need to Know**: "Graying in the Suburbs" – coordinated correspondent's itineraries and shooting schedules.

News 12 New Jersey Television, Edison, N.J.

Jan. 2005–May 2005

Intern

- Wrote copy and teases for newscasts; produced and edited short video packages; operated teleprompter.
- Assisted reporters in the field, who were covering breaking news.
- Worked at the assignment desk, evaluated news tips, briefed producers and contributed to reporting.
- Developed stories, provided research and wrote segments for feature lifestyle and animal shows.

PROMOTIONS / SALES EXPERIENCE

Employment Guide (Division of Dominion Enterprises), Fairfield, N.J.

Office Manager

Sept. 2006–July 2009

Account Executive

Aug. 2005–Sept. 2006

- Edited and optimized content of job postings for the web; partnered with the Internet development team to post career opportunities, videos and banners on four company websites.
- Produced, shot, edited and narrated a video of the first NYC Job Fair for EmploymentGuide.com
- Wrote local event articles for the company's national publication.
- Directed job fairs that each served approximately 2000 attendees in the NY/NJ Metro area.
- Oversaw production and accounts receivable departments; mentored and supervised 12 sales reps in the Northeast region.

SKILLS

Multimedia: Proficient in digital, audio, and video recording and editing (Final Cut Pro, Pro Tools). Web: WordPress, basic HTML, Flash CS3, Photoshop, Photo Mechanic, File Maker Pro. Proficient in social media applications and strategies.

Languages: Fully bilingual in English and Bulgarian.