



**Certified  
Trainer**

**experience**

**Amara Aguilar**

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### **USC Associate Professor of Professional Practice, Digital Journalism**

*August 2014 to present*

- Position includes teaching digital journalism courses; working with students and faculty to foster digital culture; community outreach; development of curriculum; etc.

### **Saddleback College Journalism Dept. Chair and Assistant Professor of Journalism**

*September 2012 to August 2014*

- Tenure track teaching position includes teaching multimedia, journalism, radio, and video courses; development of curriculum; establishing degrees and certificates; advising the development of mobile and tablet apps; advising student publications (newspaper, magazine, online/social media sites); developing department policies, contributing to development and implementation of vision of the Journalism Department that includes the fusion of a variety of media related disciplines (TV, radio, journalism), writing program review, serving on committees, applying for and managing grants, organizing and leading advisory board meetings, training students on new technology, community outreach, etc.

### **Pierce College Assistant Professor of Multimedia (tenured)**

*September 2008 to August 2012*

- Tenure track teaching position included teaching multimedia, journalism, radio, and broadcasting courses; development of curriculum; establishing degrees and certificates; created and advising a public radio model internet radio station; advising student publications (newspaper, magazine, radio station and online sites); developing department policies, contributing to development and implementation of vision of the Media Arts Department, writing program review, serving on Distance Ed Tech, accreditation committees, among others, organizing and leading advisory board meetings, etc.

### **Evolve Media owner and producer**

*January 2009 to present*

- Evolve Media ([www.evolve-media.com](http://www.evolve-media.com)) is a company I founded that provides inspiration, creative opportunities, and facilitates training and education related to media, communication, storytelling and technology. We produce video content, web designs, photography and interactives for clients. We also provide training for professionals and educational institutions. Our mission is to create, inspire and help communities evolve with technology and changing forms of communication and storytelling.

### **Long Beach Press-Telegram Video Journalist (faculty apprenticeship)**

*Summer 2009*

- Worked as a video journalist during summer 2009 for the Long Beach Press-Telegram as part of a Pierce College faculty apprenticeship program. The college provided funding to place faculty who wanted to update their skills or gain more experience in a specific field. I sought out the opportunity and applied for the program. I researched stories, conducted and shot interviews, edited pieces using Final Cut Pro and worked with the video and web editors at the Press-Telegram.

### **Cal State Long Beach Journalism Lecturer**

*October 2005 to August 2008*

- Classes taught included Online Journalism, Writing for the Web, Media Design, Writing Across the Media, Reporting and Information Gathering, Photojournalism, etc. Duties include developing course content, lecturing, grading, etc. Also advised the online editions of the Daily 49er and Dig Magazine.

### **Cerritos College Journalism Instructor**

*Fall 2005 to December 2008*

- Hired to teach Intro to Multimedia Reporting, talonmarks.com production class, Beginning News Writing,

and advise the student magazine Wings. Wings was honored in 2007 with a state general excellence award by the Journalism Association of Community Colleges. Duties for Cerritos College also included advising, developing course content, teaching fundamentals of magazine writing and design, lecturing on other various topics, grading, etc. Also serving on vocational advisory board for the journalism program, and contributed to curriculum development and program review.

### **Cerritos College Performing Arts Promotions Specialist**

*May 2004 to February 2006*

- Responsible for all publicity for music and theatre events. This entailed composing press releases and feature stories for local media and taking photographs. In addition, duties included creating brochures, monitoring budget, as well as researching and developing audience base. Also responsible for designing advertisements, posters, postcards, programs and all other print and online publicity materials. Responsibilities consisted of maintaining theatre and music web sites, including content development. Also responsible for ticket sales and as a new feature made tickets available for purchase online.

### **Cerritos College Journalism Instructional Aide/Advertising Manager**

*March 2002 to May 2004*

- Duties included instructing Cerritos College journalism students in the department's open lab on use of computer design software such as InDesign, Illustrator and Photoshop. I also taught students how to use digital cameras and video cameras, and provided input on journalism curriculum and yearly goals. In addition, I was responsible for selling and billing of ads, designing ads and interacting with clients. I also assisted in training students on how to maintain and utilize the college newspaper website ([www.talonmarks.com](http://www.talonmarks.com)), voted one of the top online student newspapers in the state by the Journalism Association of Community Colleges.

### **Cerritos College Community Ed Instructor**

*Summer 2003 to 2007 (Summers only)*

- Classes taught include How to Make a Newspaper, Intro to iMovie, Intro to Digital Music and Photo Albums, and Graphic Design with InDesign. Job entailed developing syllabus and lecture material as well as instructing students on InDesign, Photoshop, iMovie, Garage Band and iPhoto. In previous newspaper class sessions, the students created a minimum eight-page tabloid newspaper, The Falconer, in two weeks.

### **LA Times Community News, Designer/Writer**

*January 2000 to March 2002*

- Duties included planning and designing A1 cover pages and sports pages for the Daily Pilot, a daily community newspaper with 40,000 circulation that covers Newport Beach and Costa Mesa. Also was responsible for some copy editing, writing headlines, decks and captions as well as proofing pages. Job also required writing features and game stories. I was the college beat writer for the Daily Pilot and had a column that ran once a week. Beat included covering UC Irvine athletics. Job also entailed creating sports cover designs and graphics using Quark, Illustrator and Photoshop. In my first assignment as a designer, I was responsible for designing the Westside Weekly, a regional supplement to the Los Angeles Times. Job involved planning and designing the entire publication by working with photographers, photo editors, reporters, city editors and copy editors. Job also entailed creating Page 1 designs, graphics and logos using Quark, Illustrator and Photoshop.

### **The Hockey Players Corp. Content Publisher**

*January 2001 to August 2001*

- Team beat writer for the Anaheim Mighty Ducks. Duties included compiling stories as well as writing columns for [www.worldhockey.net](http://www.worldhockey.net), a website supported by The Hockey Players Corp., based in Canada. The web site was discontinued due to the slowing economy and cutbacks.

### **Los Angeles Times (Orange County) Sports Stringer**

*August 1997 to September 2000*

- Duties included covering high school and some college sports events as well as working on the sports desk (taking calls, inputting agate and writing game summaries). Also freelanced for OC Calendar Weekend section.

### **Montebello Our Times Intern Reporter**

*June 1999 to August 1999*

- Duties included writing local news, feature and sports stories for Our Times, a weekly community newspaper distributed regionally with the LA Times.

## **education**

**Master's Degree**, Communications (Journalism/New Media) • *Cal State Fullerton*

**Bachelor's Degree**, Communications (Journalism) • *CSUF*

**Apple Certified Trainer**, Final Cut Pro

**Apple Developer**, iOS, iPhone, iPad

**Associate in Arts Degree**, Journalism • *Cerritos College*

**Certificate**, Graphic Design • *Cal State Long Beach*

**Certificate**, HTML • *North Orange County Community College District*

## skills

• Experienced journalists, multimedia producer and print/web/graphic/tablet designer. Proficient in iPad/iPhone application development and other tablet platforms. Proficient writing, editing, reporting, storytelling and interviewing skills, familiar with AP Style, html knowledge, SEOs, web analytics, web design skills, photo and digital imaging skills, copy editing skills, online reporting skills, podcasting skills, blogging, multimedia skills, video editing, sound editing, videography, extremely computer literate on PC platforms and Macintosh (including basic networking and server management, Adobe Digital Publishing Suite, Final Cut Pro, InDesign, Photoshop, Illustrator, WordPress, ProTools, Flash Catalyst, Dreamweaver, Contribute, Fetch, iMovie, Quicktime, Garage Band, Soundslides, Audacity, HTML, Internet Explorer, Firefox, Safari, Microsoft Office, Excel, Word, Windows, basic content management systems).

## organizations

- **Online News Association**, member
- **Society for News Design**, member
- **Society of Professional Journalists**, member
- **National Association of Hispanic Journalists**, member

## references

• **Rich Cameron, Cerritos College Mass Communications Department Chair**

Cerritos College, 11110 Alondra Blvd, Norwalk, CA 90650 • Ph: 562.860.2451, ext. 2619

• **Stefanie Frith, Pierce College Assistant Professor of Journalism**

6201 Winnetka Ave, Woodland Hills, CA 91371 • Ph: 818.719.6492

• **Jorge Medina, Orange County Register Sports Designer / Blogger**

625 N. Grand Ave., Santa Ana, CA 92701 • Ph: 877.469.7344

## workshops

- **Spoke at various events during Fall 2014**, including “Going Mobile” at USC Annenberg’s Director’s Forum, Mobile Tools for Students presentation, Tablet Touch presentation in Digital Lounge, etc.
- Mentor and trainer at **“NPR’s Next Generation Radio”** workshop in October in Seattle, Washington. Training was for diverse students. Training and presentations included topics such as multimedia and mobile journalism.
- Speaker for **“Las Fotos Project”** workshop Boyle Heights during November 2014. Training was the Boyle Heights-based nonprofit for high school girls interested in photography.
- Presented **“iPad Application Design and Development”** at Pierce College to faculty and staff in October 2013.
- Presented a one-day, hands-on workshop on **multimedia storytelling** for San Francisco State’s Renaissance Journalism Center in October 2011.
- Presented **“How to Pull Your Print, Web and Video Programs together”** at USC’s High School Journalism Day in 2010.
- Presented at the **Renaissance Journalism Center’s Multimedia Bootcamp** for ethnic media and collaborated with photographers from the Associated Press and a former radio producer from NPR in 2009.
- Provided **multimedia and design training** for a group of students in Cal State Northridge’s student chapter of National Association of Hispanic Journalists.
- Presented **“Global Media and Podcasting”** for the senior citizens educational Encore program at Pierce in 2009.
- Faculty presenter for **Newspapers2 workshops** hosted by CSULB in summers of 2006-2012. Presented week-long workshops on beginning and advanced newspaper design for high school students.
- Led workshop for **community college journalism instructors** from around the state on multimedia reporting in January 2008 in Morro Bay at Blue Heron.
- Presenter for **Southern California Journalism Education Association** competition at Cerritos College in June 2007.
- Presented **“Creating audio slideshows”** at Journalism Association of Community Colleges state convention in March 2007.
- Presenter of **design and Photoshop workshops** at El Camino College in February 2007.
- Organized and attended **“Podcasting for Journalists”** workshop in Spring 2006 at Cerritos College.
- Previously co-presented **sports writing workshops** hosted by the Southern California Journalism Education Association at CSUF.

## college & university service

(Most recent activities listed first)

- USC Annenberg School of Journalism **Curriculum Committee** member for both graduate and undergraduate committees.
- **Faculty adviser** for Saddleback College Lariat news publications and magazine.
- **Grant manager for “Saddleback Stream”** initiative to promote convergence of TV, radio and journalism.
- **Video Stream Team member for Online News Association** 2013 conference. Shot and edited video for conference website.
- Attended hands-on Blue Heron JACC workshop on **“Data Journalism.”**
- Attended **“Introduction to Practical Programming” featuring Ruby on Rails** at ONA preconference workshop 2012.
- **Faculty adviser** for Pierce College Roundup newspaper, Bull magazine, KPCRadio.com (student internet radio station).
- Created and **launched Pierce College’s student-run internet radio station, KPCRadio.com.** The station is modeled after public radio and is journalism based. It features talk shows, podcasts, radio documentaries, local music only, news coverage and more. It also publishes content on the Web. The station streams 24/7 and is accessible via computer or mobile device. The station’s mission is “Community First.”
- Established Pierce College as an **Apple Certified Center for Education for Final Cut Pro** and became an Apple Certified Trainer for Final Cut Pro.
- Created a **Media Arts Speakers Series** at Pierce College. The lecture series is open to the campus and community and occurs five to six times a year and features distinguished guests in a variety of disciplines, including journalism, photography, broadcasting, cinema, public relations, animation, multimedia, etc. Featured speakers have included Huell Howser, Bill Plaschke (Los Angeles Times), Mark Wallengren (KOST 103.5), etc.
- Member of **Educational Technology Committee** that provides recommendations to the Pierce College Academic Senate on online education as well as technology related to teaching.
- **Developed curriculum in various areas.** Classes I have developed include: News Media Production and Social Media, News Media Production and Data Journalism, Online Journalism Production, Multimedia Storytelling, Radio Production, Webcasting, Podcasting, Radio Documentary, Interactive Media Design, Mobile Application Design, Media Design and Copy Writing, Beginning Documentary Production, Advanced Documentary Production, Video Production, Research and Interviewing Techniques for Documentary, and more. I also developed a certificate in Multimedia Journalism and wrote an interdisciplinary AA degree in Documentary.
- **Developed curriculum for Journalism 100 (Mass Media) and Journalism 101 (Beginning Newswriting) online classes.** I taught both classes exclusively online for Pierce College. Development included producing video lectures and captioning. For Journalism 100, I participated in a **faculty peer training program** in which I was the lead instructor for an online class and provided training to another Media Arts faculty member in online course development and teaching.
- Applied for and received funding to **buy 10 iPod Shuffles** to utilize in an art gallery exhibit that featured podcasts from a learning community between a multimedia and philosophy in art class. I initiated the partnership and developed the concept for the learning community.
- Coordinated offering a **week-long summer journalism camp for high schools** at Pierce College. Newspapers2 will organize the workshop. I will lead the design track of the workshop. I have worked with the Newspapers2 high school training camp since 2006.
- Took the lead with **high school outreach** for Pierce College to help establish offering media arts Pierce College classes, including journalism and multimedia, at local high schools.
- Created and launched a new **Pierce College Department website** utilizing WordPress and designed a department brochure. I also manage the department’s social media pages.
- Initiated and created the concept for a **Pierce College Media Arts Department Magazine.**
- Attended **Discipline Input Group** meeting as a representative for Pierce to discuss the AA transfer degree.
- Added SLO’s to all courses in my discipline and am responsible for assessments of all courses in my discipline.
- Member of the Digital Arts and Media building committee at Pierce College.
- Served on accreditation committee for Pierce College.
- Attended **e-learning conference about distance education** in February 2012 in Long Beach.
- **Taught an Apple certified Final Cut Pro 7 Level I** class for Pierce faculty in April 2011. Faculty from Cal State Northridge also attended.
- Attended **“Radio Stories: A Night With Ira Glass”** in 2010 at UCLA.
- Organized and attended a **two-day radio documentary workshop** for Pierce Media Arts faculty in 2010.
- Attended **MobEd10 conference** in 2010 at Pasadena City College about utilizing mobile devices in education.
- Attended **“iPhone Development and Intro to xCode” workshop** in 2010 at the MobEd10 conference at Pasadena City College about utilizing mobile devices in education.
- Attended **Online News Association Conference** in 2009 in San Francisco.

- Provided **multimedia and design training** for a group of students in Cal State Northridge's student chapter of NAHJ.
- Volunteer at Brooks Institute's **"Visual Journalism Workshop"** in Ventura in 2009.
- **Faculty adviser** for Daily 49er and DIG online, the Cal State Long Beach campus magazine and newspaper sites from 2005 to 2008.
- Produced **"Honoring Their Stories," a multimedia exhibit produced as a tribute to journalists who died** covering the war in Iraq. The exhibit was displayed in April 2007 at the Journalism Association of Community Colleges state convention in Sacramento.
- **Knight New Media Challenge** proposal writer, involving a project entitled "My Town Hall Online." The proposal outlined a project that gives the community a voice relating to mainly local political issues, as well as city government and school board issues. The proposal also calls for a Cerritos College student journalist to run the site and allows for student-produced political and community news and multimedia reports, in addition to community-based content.
- Developed and led a project in fall 2007 called **"MyDemocracy,"** a political science video editorial contest sponsored by Cerritos College. Political science and journalism students produced content for talonmarks.com, the online campus newspaper through my Journalism 106 class and received training in video and sound editing. I also designed promotional print and video materials for this project.
- Developed **multimedia reporting course content** for Pierce College and was on the advisory board for Pierce College's journalism department before becoming a faculty member.
- **Multimedia storytelling project** completed in collaboration with the Cerritos College Multimedia Reporting class I taught and the Long Beach Press-Telegram. This was a partnership I sought out and developed in spring 2007. Students created multimedia reports for "Stories of Diversity," which examined race issues in the city of Long Beach from the perspectives of the community, students, gang members, police and more. The Press-Telegram published a link to this series on the front page of its website after the project was completed.
- **Scholarship committee member** for Southern California Journalism Education Association competition at Cerritos College in June 2007.
- **Produced promotional materials and assisted in planning Journalism Day** at CSULB held in April 2007. The theme was the Online News Revolution: Information Boom, Brave New World or Both.
- **Created and ran a journalistic Web initiative called "Converge"** for the Journalism Association of Community Colleges. As director of the site, I had a team of five multimedia students covering the JACC state conference using multimedia reporting techniques—including producing audio slideshows, video reports, blogging and more. The site was updated on the spot. Submissions of photos and videos by students attending the conference was encouraged.
- **Planning committee member** for JACC state conference that took place in Sacramento in March 2007.
- **Re-designed CSULB journalism department web site** and was responsible for updating content.
- **Lottery equipment committee member** at CSULB. This involved assisting in developing proposal for new Mac lab needed for design and new media students, among others.
- **Multimedia producer** for Journalism Association of Community Colleges state conferences 2005, 2006 and 2007. In 2007, produced multimedia slideshow entitled, "Honoring Their Stories," which paid tribute to journalists who died covering the war in Iraq.
- **Created "Intro to Podcasting" course** for the Cerritos College Journalism Department.
- **Assisted in development of "Intro to Multimedia Reporting"** course for the Cerritos College Journalism Department.
- **Judge for the category "Best Online News Site"** for JACC Southern California Conference to be held in 2007.
- **Judge for the categories "Broadsheet Newspaper Design" and "Tabloid Newspaper Design"** for JACC 2006 state conference.
- **Judge for SCJEA sports writing** competition.
- **Vocational committee member** for Cerritos College Journalism Department.
- **Multimedia producer and print designer** for Cerritos College Talon Marks alumni association.
- **Podcast producer** for various journalism classes.

## biography

**Amara Aguilar** is an associate professor of professional practice in digital journalism at USC Annenberg. She previously was the journalism department chair and an assistant professor of journalism at Saddleback College in Mission Viejo, Calif., where she advised student news publications and led the journalism program's mobile and tablet initiatives. She was honored by the California Journalism Education Coalition as "Journalism Educator of the Year" in the two-year college division in 2014. Previously Amara taught multimedia as an assistant professor at Pierce College in Los Angeles, where she taught multimedia storytelling, podcasting, online journalism, media design and development. There she launched a student-run internet radio station, KPCRradio.com, and developed curriculum for a new mobile application design program. Before teaching at Pierce, she taught online journalism and design classes at Cal State Long Beach. In addition, she continues to freelance as a writer and a designer (for print and web) and is currently working on independent multimedia and consulting projects. She has written for the Los Angeles Times and was previously a designer and sports reporter for the Daily Pilot in Costa Mesa. Amara has her master's

degree in communications from Cal State Fullerton. Her research in graduate school focused on blogging in journalism. She is also an Apple Certified Trainer for Final Cut Pro and loves all things tech. Amara is a member of the Society of Newspaper Design, Online News Association, National Association of Hispanic Journalists, and Society of Professional Journalists. She has done media consulting and training for various professional media organizations, universities, colleges and high schools.

## **portfolio**

Print portfolio available on request. Online portfolio available at: **[www.amaraaguilar.me](http://www.amaraaguilar.me)**