

JULIA DENG

University of Southern California • B.A. Journalism & Political Science, *magna cum laude*

Resourceful storyteller and communications strategist adept at wearing numerous hats, navigating ambiguity with grace and troubleshooting under intense deadline pressure. Expert at writing action-inciting storylines that resonate with target audiences.



EMPLOYMENT



Angel City Air - Los Angeles

2024 - Present

KNBC-TV Helicopter Reporter & Photographer

- Operate airborne camera, establish transmission signals, monitor multiple emergency response channels and gather reportable facts to deliver live reports for NBC4 Los Angeles.
- Shoot and narrate adrenaline-fueled pursuits, route drivers around morning traffic and juggle broad spectrum of breaking news assignments.
- Contribute aerial perspectives for local and network investigations.
- Played critical role in NBC4's nonstop coverage of Palisades and Eaton wildfires, providing days of around-the-clock reporting on aerial firefighting efforts and forward progression of fires.



Los Angeles County Business Federation "BizFed"

2021 - 2024

Communications Director & Manager

- Led media operation for coalition of 240 business organizations representing 420,000 employers.
- Promoted to director role after advancing multilingual media efforts, quadrupling social footprint and collaborating with cross-functional teams to beat revenue goals.
- Leveraged data insights from web, social, email and earned media analytics to refine messaging tactics that fueled record-setting streak of local, state and federal policy wins.
- Conceptualized and solo produced videos featuring unexpected business advocates and alliances.
- Ghostwrote op-eds and letters-to-editors for business leaders; secured placements in outlets including *CalMatters*, *Los Angeles Times*, *Los Angeles Daily News* and *The Wall Street Journal*.



WISH-TV - Indianapolis

2017 - 2020

Investigative & General Assignment Reporter

- Exposed fraud, malfeasance and misuse of public funds through dogged enterprise reporting that prompted swift corrective action at schools, public agencies and companies.
- Managed end-to-end story production for air and web under tight newsroom deadlines, often turning three TV packages per day with supplemental digital content.
- Uncovered issue in state unemployment insurance system responsible for 20,000+ payment delays; aired series of "I-Team" reports that helped unlock payments for impacted viewers.
- Led regional coverage for Nexstar stations following Dayton massacre and deadly tornadoes.



KWES-TV - Midland, TX

2014 - 2016

Investigative & General Assignment Reporter

- Introduced and refined mobile multimedia journalism ("MMMJ") concept to streamline content production; aired packages shot entirely on iPhone.
- Tracked down and secured exclusive interviews with whistleblowers after discovering allegations of medication errors and misconduct at region's only full-service hospital.
- Secured access to tightlipped criminal justice sources through extensive field research; only TV reporter to deliver daily coverage of Terlingua murder trial featured on *National Geographic* show.



USC's Annenberg TV News - Los Angeles

2011 - 2014

Executive Producer & Reporter

- Supervised and trained staff of 250+ to use newsroom software, studio equipment and MMJ cameras while overseeing editorial decisions for live newscasts and producing ATVN.org content.
- Managed special events coverage, election coverage, staff recruitment and alumni relations.

INTERNSHIPS



- CBS Los Angeles - Investigative Unit:** Shot undercover video during stakeouts that acted as turning point of housing scam, tax evasion and government misconduct stories.



- NBC Nightly News:** Identified compelling storylines, subjects and social elements to elevate coverage of Arizona "hotshot" firefighter deaths, Asiana Airlines crash and Dorner manhunt.

- Dateline NBC:** Assistant produced 21st season premiere "The Plot Thickens" for correspondent Josh Mankiewicz. Found fresh angles for "TomKat" divorce coverage in court documents.

- NBC Bay Area:** Produced multimedia timeline of breaking updates during search for Michelle Le.



- Cape Town TV News:** Produced Hangberg eviction coverage spotlighting families in historically segregated townships unserved by other local media.

CONTACT

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📍 Los Angeles

SKILLS

Strategic Communications

- Narrative alignment
- Crisis communications
- Rapid-response campaigns
- Press placements
- Client/vendor relations

Open-Source Investigations

- Satellite imagery
- Flight and shipping data
- Government, financial and election records
- Sourcing and vetting video

Data Analytics

- Social, survey and consumer insights data
- Media monitoring and social listening dashboards
- Engagement benchmarking
- Mapping and data visualization

Social Fluency

- Algorithmic forecasting
- "Snackable" video strategy
- Cross-platform integration
- Paid ad campaigns and creator partnerships

Production

- Algorithm-optimized editing
- Videography
- Audio production
- Graphic design