

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.

WATCH REEL



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 morning drivers around traffic trouble and act as an eye in the sky over developing stories.
- Contribute aerial perspectives for NBC News investigations fronted by network correspondents.
- 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, Communications 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 policy wins at the local, state and federal levels.
- Conceptualized and solo produced video spots featuring unexpected business advocates.
- Ghostwrote op-eds and letters to editors for business leaders, securing placements in outlets including *CalMatters*, *Los Angeles Times*, *Los Angeles Daily News* and *The Wall Street Journal*.



WISH-TV - Indianapolis

2017 - 2020

Investigative Reporter, 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 accompanying 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 Reporter, 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.
- Promoted to station's first investigative role after breaking stories enabled by FOIA requests and leading trial coverage in Terlingua murder case 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 - Burbank Bureau:** Identified compelling storylines, subjects and social elements to elevate coverage of hotshot firefighter deaths, SFO crash and Dornier manhunt.

- **Dateline NBC - Burbank Bureau:** Assistant produced season premiere "The Plot Thickens" for correspondent Josh Mankiewicz. Found exclusive angles for "TomKat" divorce in court testimony.

- **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 pitches & placements
- Client & vendor relations

Open-Source Investigations

- Satellite imagery
- Flight & shipping data
- Government, financial & election records
- Identifying & vetting video

Data Analytics

- Social, survey & consumer insights data
- Media monitoring & social listening dashboards
- Engagement benchmarking
- Algorithm-optimized content
- Mapping & data visualization

Social Fluency

- Trend forecasting
- "Snackable" video strategy
- Cross-platform integration
- Paid ad campaigns

Content Production

- Videography & editing
- Audio production & podcasting
- Graphic design
- Adobe Suite: Illustrator, Premiere, After Effects, Photoshop, Audition.