

JULIA DENG

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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



Los Angeles County Business Federation “BizFed”

2021 - Present

Communications Director, Communications Manager

- Lead media and communications operation serving staff and 245 business organizations representing 420,000 companies.
- Source, shoot and edit video interviews with small business owners and employees to humanize policy positions on hot-button issues.
- Analyze web, social, email and earned media metrics to shape team tactics driving policy victories and membership growth.
- Write, design and strategically distribute around-the-clock email news alerts and rapid-fire responses to local, state and federal policy developments tied to housing, homelessness, education, health care, energy, water, transportation and governance.
- Write op-eds and letters to editors for BizFed members representing myriad sectors, including pieces published by *CalMatters*, *Los Angeles Times*, *Los Angeles Daily News* and *The Wall Street Journal*.
- Produce and lead media training sessions for BizFed Advocacy Academy program to boost reach and impact of member voices.
- Serve as communications advisor to New California Coalition, a nonpartisan civic movement launched by BizFed partners to address statewide livability, affordability and sustainability issues.
- Promoted to new director role after collaborating with advocacy, programming, business development, political action and think tank teams to beat revenue goals, secure policy wins, multiply social reach fourfold and establish multilingual media presence.



WISH (CW) - Indianapolis, IN

2017 - 2020

Investigative Reporter, General Assignment Reporter

- Pitched, produced, presented and promoted “I-Team” reports exposing fraud, malfeasance and misuse of public funds.
- Managed all aspects of story research and production for air and web, including shooting and editing up to three packages daily, creating multimedia content for social platforms and writing web articles to supplement broadcast reports.
- Enterprised and broke stories that prompted swift corrective action at schools, public agencies and companies.
- Uncovered issue in state unemployment insurance system responsible for 20,000+ payment delays; aired series of reports investigating cause, impact and solutions.
- Collaborated with digital desk, promotions department and other cross-functional teams to grow and diversify audience.
- Traveled to Ohio and tag-teamed with sister stations to front regional Nexstar coverage following Dayton massacre and deadly tornadoes.



KWES (NBC) - Midland, TX

2014 - 2016

Investigative Reporter, General Assignment Reporter

- Partnered with photographer to deliver lead story daily in market’s top-rated evening newscasts; produced versions optimized for website, social platforms and morning newscasts.
- Introduced concept of mobile multimedia journalism (“MMMJ”); aired news 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 special assignment role as station’s first investigative reporter after landing string of exclusives enabled by FOIA requests and traveling to Sierra Blanca to lead trial coverage in high-profile murder case featured on *National Geographic* show.



University of Southern California’s Annenberg TV News

2011 - 2014

Executive Producer, Reporter

- Supervised and trained staff of 250+ to use iNews, Avid and VIXIA cameras while overseeing editorial decisions for nightly newscasts.
- Managed special events coverage, election coverage, staff recruitment and alumni relations.
- Shot and edited packages, wrote ATVN.org articles and developed social campaigns to multiply broadcast reach.

INTERNSHIPS



- **CBS Los Angeles - Investigative Unit:** Field produced LADWP and Caltrans investigations for reporter David Goldstein. Shot undercover footage during extended stakeouts that acted as turning point of housing scam, tax evasion and government employee misconduct stories.
- **NBC Nightly News - Burbank Bureau:** Identified compelling storylines, subjects and social elements that elevated NBC’s broadcast and digital coverage of hotshot firefighter deaths, SFO crash and Dorner manhunt.
- **Dateline NBC - Burbank Bureau:** Assistant produced season premiere “The Plot Thickens” for correspondent Josh Mankiewicz. Discovered exclusive angles for “TomKat” divorce coverage by examining revealing court testimony.
- **NBC Bay Area:** Produced multimedia timeline of breaking news updates during search for nursing student Michelle Le.
- **Cape Town TV News:** Produced Hangberg eviction crisis story spotlighting plight of township families unserved by other local media and pulling back curtain on bloody clash between residents and law enforcement.