# **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 police pursuits, route morning drivers around traffic trouble and act as an eye in the sky over developing stories.
- Contribute aerial perspectives to support network investigations fronted by 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.



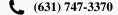
- NBC Nightly News Burbank Bureau: Identified compelling storylines, subjects and social elements to elevate coverage of hotshot firefighter deaths, SFO crash and Dorner manhunt.
- Dateline NBC Burbank Bureau: Assistant produced season premiere "The Plot Thickens" for correspondent Josh Mankiewicz. Found exclusive angles for "TomKat" divorce in court testimony.
- **NBC Bay Area:** Produced timeline of multimedia 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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## **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.