

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

-  **Angel City Air - Los Angeles** 2024 - Present
KNBC-TV Helicopter Reporter & Photographer
- Operate helicopter camera, establish microwave transmission signals, coordinate with news desk, monitor police and fire scanners, gather reportable facts and deliver live aerial reports for **NBC4 Los Angeles**.
 - Communicate simultaneously with television audience, news anchors, ground support and pilot while shooting footage of moving targets and **narrating adrenaline-fueled action** for live newscasts and web streams.
 - Navigate pilot to breaking news and other stories using aerial mapping software and knowledge of regional landmarks and freeways.
-  **Los Angeles County Business Federation “BizFed”** 2021 - 2024
Communications Director, Communications Manager
- Led media and communications operation serving staff and 240 business organization members representing 420,000 employers.
 - Sourced, shot and edited video interviews with small business owners and workers to **humanize policy positions** on hot-button issues.
 - Analyzed web, social, email and earned media metrics to shape team tactics driving policy victories and membership growth.
 - Wrote, designed and strategically distributed 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 responsible governance.
 - Wrote 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*.
 - Produced and led media training sessions for BizFed Advocacy Academy program to boost reach and impact of small business voices.
 - 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-TV (CW) - Indianapolis** 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 comprehensive 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 to lead regional Nexstar coverage following Dayton massacre and deadly tornadoes in 2019.
-  **KWES-TV (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 and refined 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 - Los Angeles** 2011 - 2014
Executive Producer, Reporter
- Supervised and trained staff of 250+ to use iNews, Avid and VIXIA cameras while **overseeing editorial decisions** for live newscasts.
 - Managed special events coverage, election coverage, staff recruitment and alumni relations.
 - Shot and edited packages, wrote ATVN.org articles and developed shareable social templates to extend reach of broadcast content.

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.