

Paayal Zaveri

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EXPERIENCE

NBCUniversal, NBC Asian America: Freelancer

July 2016 – Present

- Contribute multimedia stories on topics of interest to Asian American and Pacific Islander communities, with a focus on arts, culture and history

NBCUniversal, CNBC (New York, NY): Summer Fellow

June 2016 – Aug 2016

- Pitched stories, created 2-3 graphics per day and produced guest and reporter segments for daily shows about markets and financial news (Fast Money, Futures Now, Trading Nation)
- Wrote and reported 3-4 articles per week and helped manage social media channels for shows

Richmond Confidential: Reporter

Aug. 2015 – Present

- Reporting, pitching, and producing written and multimedia stories on K-12 schools, education issues, politics, economics and breaking news; managing website and social media accounts

KQED Public Radio (San Francisco, CA): Intern, Freelancer

Jan. 2015 – Aug. 2015

- Pitched and reported arts and culture feature stories for *The California Report* newsmagazine
- Participated in story research and development, did on-call reporting, audio editing and stories for the web

Talk Radio News Service (Washington, DC): Intern

Sept. 2014 – Dec. 2014

- Reported 2-3 articles per day about national news and politics, with photos and audio packages, including stories on Ebola, midterm elections, protests in the Capitol and the Indian Prime Minister's visit
- Prior to and during election day, reported on the ground on close senate races in New England

San Francisco Public Press: Reporting Intern

June 2014 – Sept. 2014

- Pitched and reported an investigative piece on evictions from city-funded supportive housing
- Analyzed public records data for graphics on housing and homelessness and assisted with copy editing and fact checking for the print newspaper

The California Aggie (Davis, CA): City News Editor, Staff Writer

March 2011 – June 2014

- Managed, assigned and edited a desk of 8-10 writers, responsible for breaking news and major stories
- As a staff writer, reported 1-2 news articles per week and wrote features on topics like city and municipal efforts, tensions over student government legislation and healthcare for immigrant communities

EDUCATION

University of California, Berkeley Graduate School of Journalism

Aug. 2015 – May 2017 (expected)

M.Jour., emphasis in multimedia and data-driven journalism

New Media Merit Fellow 2016-17

University of California, Davis

Sept. 2010 – Dec. 2014

Bachelor's degree in History (B.A.) and Psychology (B.S.)

SKILLS

WordPress, Twitter, Facebook, Instagram, Tweetdeck, MS Office, HTML/CSS, JQuery, Javascript, D3, SEO, data analysis; experience with Adobe Premiere, Photoshop, Audition & After Effects, DSLR & NX70 cameras, audio recorders; Languages- Spanish: elementary proficiency, Gujarati: limited working proficiency

AWARDS/HONORS

South Asian Journalists Association 2016 Outstanding Story by a Student

Sacramento Press Club 2014 KW Lee Scholar

South Asian Journalists Association 2014 Undergraduate Scholar