

JACQUELINE PRATA

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CORE SKILLS AND COMPETENCIES

- Journalism, Marketing, and Communications – Creative Writing; Documentary Filmmaking; Video Production; Print and Broadcast Journalism; Reporting; Data Analysis; Social Media; Digital Media, Research
- Leadership - Building Teams, Collaboration; People Management, Teamwork, Strategic Thinking; Problem Solving
- Technology - Proficient in Microsoft Office, Google Suite, Adobe Creative Suite, R and Python

EDUCATION

Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications, Evanston, Ill.

- BS - Journalism/Minor in Political Science + MS - Integrated Marketing Communications (IMC) June 2025
- Integrated Marketing Communications (IMC) & Leadership Certificates
- Overall GPA 3.93; Major GPA 3.85

Paris, France Study Abroad Global Learning Program, University of Paris Sorbonne Nouvelle, France August-December 2022

- Focused immersion program in art, literature, & contemporary European thought

Middlebury Language Academy, Spanish Immersion Program, Middlebury, Vt. June-August 2017

PROFESSIONAL EXPERIENCE

CAPCO, *2023 Summer Consulting Intern*, New York, N.Y. June-August 2023

- Capco is a global management consultancy with a focus in financial services
- Analyzed insurance industry trends, wrote thought leadership content, and created deliverables for top experts

Mekky Media Relations, *Public Relations Intern*, Chicago, Ill. March-June 2023

- Assisted in all areas of publicity supporting local, national and global clients
- Organized media inquiries and news coverage for the American Library Association (ALA), specifically regarding book bans
- Researched, wrote pitches, media audits and press releases for 25+ clients including Abt Electronics and Westfield Old Orchard
- Performed media relations including pitching to reporters

In Our Nature Magazine, *VP of Finance*, Evanston, Ill. March-June 2023

- Managed budget and costs for Northwestern's environmentally focused magazine

NBCUniversal, *2022 Summer Production Intern*, Stamford, Conn. June-August 2022

- Production Intern for NBC Golf Channel
- Supported all phases of production including editing, graphics, features, social media, marketing & research
- Worked with Studio and Live Tournament leadership
- Major news stories and projects included Saudi Arabia LIV golf league with involvement in every aspect of production

WNUR, Northwestern's Radio Station, Evanston Ill. (3 million listeners throughout the Chicagoland area) 2022-present

- Radio Broadcaster for one-hour long radio slot weekly, assisting in organization and curation
- Create playlists, introduce and discuss songs played, keeping listeners engaged

Northwestern University, Tri-Delta, *Chapter President and Digital & Social Media Coordinator*, Evanston, Ill. 2020-present

- Led chapter membership and served as primary spokeswoman/representative to University staff, alumnae, and Panhellenic
- Rebuilt chapter after pandemic increasing membership from 7 to over 70 members
- Oversaw Executive Board and participated as a member on the Management Steering Committee, slated future leaders
- Coordinated a cohesive brand message and image, created and implemented a digital marketing plan and social media posts

Teen Kid News, Channel 9/WWOR-TV, *Reporter/Intern*, Eastchester, N.Y. 2015-2022

- Educated teenagers and their parents at this Emmy award-winning nationally syndicated TV news, 2021 Emmy Nomination

Sacred Heart Greenwich High School, Greenwich, Conn. 2016-2020

Broadcast Journalism Department, Executive Producer, Festival Coordinator, Panelist

- Created contemporary documentaries; received over 25 film festival awards; instructed and mentored students

Yearbook, Editor in Chief, Candid and Club Editor, Layout and Design Editor

- Delivered the publication to 750 students by overseeing objectives, strategies, and execution of written and visual content

Office of Mayor Ron Belmont, *Intern*, Harrison, N.Y. June-August 2019

- Promoted public policies related to community events, neighborhood groups, residential spaces, and business districts

Office of Congresswoman Nita Lowey, Congressional District 17, *Intern*, White Plains, N.Y. June-August 2018

- Supported administrators by managing public events, research, data, and correspondence

Fortune Cookie Surprise!, *Author and Self-Publisher*, White Plains, N.Y. 2016

- Wrote and illustrated a children's book and managed the publishing process via Rosebud Publishing
- Received Purple Dragonfly First Place Recognition and Story Monsters Approved! Designation

ACTIVITIES & SOCIETIES, COMMUNITY SERVICE

Women in Business (WIB); Northwestern News Network (NNN); WNUR Radio Station; Tri-Delta, Grammy U Recording Academy Alice's Lemonade Stand; St. Jude; Greenwich Special Olympics; Wreaths Across America

COMPREHENSIVE LEADERSHIP EXPERIENCE

Northwestern University, Tri-Delta, President (2021–2022), Digital and Social Media Coordinator, Evanston, Ill.	2020–Present
In Our Nature Magazine, VP of Finance, Evanston, Ill.	2023
Sacred Heart Greenwich, Greenwich, Conn.	2016–2020
<i>Broadcast Journalism Department, Executive Producer, Festival Coordinator, Panelist – Oversaw programming</i>	2016–2020
<i>Yearbook, Editor in Chief, Candid and Club Editor, Layout and Design Editor – Served 750+ students</i>	2016–2020
<i>Admissions Club, Member – Led prospective students and their parents on tours at school open houses</i>	2016–2020
<i>Varsity and JV Golf Team, Member – Represented the school on a team of 10–12 girls</i>	2018–2020
<i>Lemon Club, Founder and Member – Raised awareness and funds for pediatric cancer research</i>	2019–2020
<i>Eucharistic Minister – Selected to administer the Holy Communion</i>	2020
<i>STEM Club, Member – Enhanced science, technology, engineering, and mathematics knowledge</i>	2018
<i>Finance Club, Member – Reviewed the fundamentals of the stock market, current events, and career opportunities</i>	2017
<i>Speech and Debate Club, Member – Acquired public speaking skills and competed in local debate tournaments</i>	2017

DOCUMENTARY FILMS AND AWARDS

National Academy of Television Arts & Sciences, NY Chapter, Emmy Awards – Teen Kid News Series, Nomination	2021
Superpower – Dyslexia educational film; Sacred Heart Greenwich Film Festival (SHGFF), Documentary Finalist	2021
Sonder – Life experiences film; SHGFF, Documentary Finalist	2020
Rewind – Music and art film; Greenwich Youth Film Festival, Experimental 2nd Place; SHGFF, Finalist	2019
My Second Home – Dementia and Alzheimer’s informative film	2019
Fire Safety – Home fire prevention film; SHGFF, Public Service Announcement (PSA) Finalist	2018
Bittersweet – Pediatric cancer research awareness film; SHGFF, Documentary Finalist	2018
YoFiFest Film Festival, <i>Documentary Finalist</i> , Yonkers, N.Y.	2020
Glendale International Film Festival, <i>Documentary Finalist</i> , Glendale, Calif.	2020
Just Be You Performing Arts Film & Theater Festival, <i>Documentary Finalist</i> , Bound Brook, N.J.	2019
Manhattan International Film Festival, <i>Documentary Finalist</i> (selected one of 10 entries worldwide), New York, N.Y.	2019
Beach Cities Inspirational Film Festival, <i>Recognition Award</i> , Rancho San Clemente, CA (selected one of 177 entries)	2019
National Film Festival for Talented Youth (NFFTY), <i>Documentary Finalist</i> , Seattle, Wash.	2019
Indie Short Fest, <i>Certificate of Achievement</i> , Burbank, Calif.	2019
Greenwich Youth Film Festival, <i>Documentary Finalist</i> , Greenwich, Conn.	2019
Columbia University Scholastic Press Gold Circle Awards, <i>Certificate of Merit, Video Documentary</i> , New York, NY	2019
Newark IFF Youth Festival, <i>Documentary Finalist</i> , Newark, N.J.	2019
All American High School Film Festival, <i>Documentary Finalist</i> , New York, NY (selected one of over 2,000 entries)	2018
San Diego International Kids Film Festival, <i>Documentary Finalist</i> , San Diego, Calif.	2018
Hotchkiss Film Festival, <i>Documentary Finalist</i> , Lakeville, Conn.	2018
Westchester County Future Filmmaker’s Film Festival, <i>Documentary Finalist</i> , Pelham, N.Y.	2018
New Age Film Festival, <i>Documentary Finalist</i> , New Canaan, Conn.	2018
Furniture Sharehouse – Film showcasing a not-for-profit helping local families and homeless in need	2018
What It Takes to Be Special – Special Olympics (intellectual disabilities) film; SHGFF, Documentary Finalist	2017
Beach Cities Inspirational Film Festival, <i>Recognition Award</i> , Rancho San Clemente, Calif.	2017
Westchester County Future Filmmaker’s Film Festival, <i>Documentary Finalist</i> , Pelham, N.Y.	2017
Cablevision, Educational Access Awareness Award, Westchester, N.Y.	2017
Hearts & Homes – Refugee awareness film	2017

ALL OTHER AWARDS

Northwestern University, Evanston, Ill.	
Dean’s List (GPA of 3.7+)	2020-20203
Sacred Heart Greenwich, Greenwich, Conn.	
Cum Laude Society – For scholastic achievement (academic class ranking in the top 10%)	2020
Sacred Heart Mater Society – For lifetime display of exemplary core values	2020
Broadcast Journalism Award – For exceptional journalism work over four years	2020
Office of Westchester County Executive George Latimer, Certificate of Recognition – For entrepreneurial skills	2020
Purple Dragonfly First Place Recognition – For creation of an outstanding children’s book (<i>Fortune Cookie Surprise!</i>)	2020
San Francisco Writers Conference Award – For student scholarship	2019
Saint Michael’s College Book Award – For exemplary community service, academic achievement, and social conscience	2019
Town Board of Harrison, Certificate of Achievement from Mayor Ron Belmont – For exemplary student achievement	2019
Mini Mover & Shaker Award – For young entrepreneurs who have become successful business owners	2019
Story Monsters Approved! Children’s Book Designation – For accomplished authors (<i>Fortune Cookie Surprise!</i>)	2019
St. Vincent’s Hospital, Westchester Youth Award – For outstanding volunteer service	2018
Office of Congresswoman Nita Lowey, Congressional Certificate of Achievement – For outstanding contributions	2018