

# Diana Ochulo

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## EDUCATION

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### Brigham Young University

Apr 2023

Bachelor of Arts: Journalism, Emphasis in Sports media

Provo, UT

- Communications Board Scholarship, Reed Irvine Accuracy in Media Award
- 3.7 GPA

## EXPERIENCE

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### Larry H. Miller Megaplex Theatres

March 2023 – Current

*Social Media Intern*

Sandy, UT

- Propose and manage budget for paid campaign advertisements with entertainment studios such as Disney, Universal and Sony
- Compose ideas for social media campaigns to help boost attendance and ratings at Larry H. Miller Megaplex Theatres
- Collaborate with local and nationwide brands for giveaways, and campaigns to enhance consumer experience for Megaplex customers
- Manage Twitter, Instagram, TikTok, and LinkedIn for Larry H. Megaplex Theatres

### BYU TV Sports

Jan 2023 – Current

*Media Production Specialist*

Provo, UT

- Manage production of live sporting events, talk shows and documentaries to guarantee circulation of high-quality video, audio, and graphic content
- Composed compelling ideas for sport shows that resonate with the audience leading to increased viewership and engagement
- Write attention-grabbing and interactive scripts for talk show hosts to help keep audience engaged
- Produce graphics and font used during live sporting events and shows to enhance the viewing experience for audience

### Daily Universe, BYU

Jan 2022 – April 2023

*Reporter*

Provo, UT

- Coordinated social media broadcasting of live sporting events which led to increased engagement on social platforms
- Collaborated with a creative team of photographers, graphic designers, and editors to improve cohesiveness and quality of content produced
- Wrote human interest sports stories, game recaps, press releases and breaking news stories for BYU sports teams contributing to increased media attention for Olympic sport teams
- Photographed and videotaped live sporting events to create content disseminated on Daily Universe platforms
- Developed compelling scripts for video stories in order to reach specific target audiences
- Conceptualized ideas for human interest sports stories to diversify sports content showcased on the website
- Developed a calendar system to track and publish weekly a set number of stories for both written and multimedia platforms to increase the amount of content shared

### BYU College of Physical and Mathematical Sciences

Jun 2021 – Jan 2023

*Writer*

Provo, UT

- Designed and conducted impactful interviews for website and magazine articles which promoted increased awareness about the college
- Created attention grabbing scientific stories targeted at students and future students increasing student readership
- Wrote articles for website, newsletters, magazines, public relation projects and administrative correspondence to keep the audience informed on events, notable achievements, and research within the college

- Edited articles to ensure proper use of titles, verifications, and appropriate language for diverse audiences

## **VOLUNTEER EXPERIENCE**

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### **4-H Mentoring**

Sep 2019 – Feb 2020

*4-H mentor*

Provo, UT

- Supported at-risk teenagers through social experiences to provide a positive environment for them
- Assisted teenagers in building study plans which led to improvement in academic outcomes
- Moderated social behavior at 4H events to ensure healthy socialization among teenagers
- Guided teenagers in their transition to adulthood which led to increased social outcomes

### **Skills**

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- Proficient in Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom)
- Advanced digital media production skills
- Proficient in AP style writing
- Meme Enthusiast
- Seasoned camera operator