



# Natalia Malsenido

Represented by **The NWT Group**

[SBrown@NWTgroup.com](mailto:SBrown@NWTgroup.com)

817-987-3600

<https://NWTgroup.com/client/nataliamalsenido>

## Skills/Accomplishments

- Fluent speaking, writing and reading in English and Spanish
- Adobe Audition, EDIUS, Final Cut, and DSLR, JVC-HD cameras
- iNews, News King
- News Director 'Oklahoma Institute for Diversity in Journalism'
- Special Adviser; University of Oklahoma "OU Nightly En Español"
- VP, NAHJ Oklahoma 2013-2015
- NBC University Master class @NAHJ 2019

## Social Media

-  Natalia-Malsenido
-  @NMalsenido1
-  NataliaMalsenido
-  @NataliaMalsenido

## EXPERIENCE

### KLAS-TV, Las Vegas, NV

**Producer**

January 2020 – Present

- Overseeing the content, look and production of "Las Vegas Now."
- Initiate ideas for stories and coverage, including the integration of content on-air, on-line, and through social media in English and Spanish.
- Supervise host/reporter assignments
- Develop contacts, research and book guests

### KOKH FOX, Oklahoma City, OK

**Lifestyle Producer**

#### "Living Oklahoma" & "Al Día con FOX 25"

Sept. 2015 – September 2019

- Develop and execute editorial content and creative direction of a daily live show and weekly digital show in Spanish
- Selection and booking of guests, musical acts, interviews and other segments for the content of each show in English and Spanish
- Oversight of hosts and production team
- Responsible for coordination of sales integrated segments
- Generates content initiatives and special projects to grow English and Spanish audiences

### KTUZ Telemundo, Oklahoma City, OK **Producer/Weekend Anchor**

Oct. 2014 – Sept. 2015

- Responsible for editorial content, writing, editing, graphics of live daily newscasts
- Presenting "Accion Oklahoma" live weekend newscasts in addition to producing
- Created and delivered digital content for the website and social media platforms

### KTUZ Telemundo, Oklahoma City, OK

**Reporter/MMJ**

Oct. 2013 – Sept. 2015

- Developed connections in the Hispanic community to generate impactful story ideas and local angles to big stories
- Shoot, write and edit stories for broadcast and digital platforms
- Reported live in the field several times a week

### KTUZ Telemundo, Oklahoma City, OK **10PM Producer**

2013 – 2014

## EDUCATION

University of Central Oklahoma

2014