

RACHEL YOUENS

www.rachelyouens.com

12/67 Carabella
Kirribilli, NSW 2061
+61 0 430 832 441
rachel.youens@gmail.com

Journalism Experience

- CEO, IPitch.com.au** June 2009
Launched the social networking site for startups and investors from scratch, helping design the user experience, create content, handle freelancers and build membership. Partnered with sponsors and events to promote the site.
- Web Producer, KTBC FOX 7** May 2008
Managed the editorial aspect of the station's website, including editing and embedding video, getting breaking news online, creating unique web content to supplement broadcasts and using social networking sites and tools to reach out to viewers.
- Assistant Editor, Community Impact Newspaper** October 2007
With the newspaper's growth, was promoted from writing position to managing freelance writers and reporters, overseeing design and reviewing press releases. After the launch of the company's website, produced photo slideshows and videos to accompany news stories.
- Video Producer, Current Television** February 2007
Commissioned by the cable network to produce documentaries. With a cameraman, filmed and edited pieces including man-on-the-street interviews and fashion show coverage that aired nationally.
- Reporter, Community Impact Newspaper** September 2006
Oversaw the company's entrance into the Austin market. Reported on business, government and civics involving interviews with Austin leaders and businesses. Teamed with designers to produce news graphics and compiled accurate listings for events and retail.
- Publisher, Austin Style Watch, www.austinstylewatch.com** July 2006
Launched Central Texas' first street-fashion website. Coded and designed the site and wrote and photographed the content. Handled press releases and reviewed fashion shows. The site has been recognized in international and local fashion publications.
- Reporter, The Daily Texan** June 2006
Covered assignments for the daily publication ranging from front-page articles on immigration reform to soft news about businesses.
- Editorial Intern, 512 Magazine, Girard Diversified Interests** January 2006
Wrote fashion and feature articles for monthly downtown Austin entertainment magazine. Styled photo shoots including borrowing clothing and jewelry from Austin retailers, scouting models and locations and working with photographers.
- Additional experience:** www.Mary-KateAndAshley.com, Pflugerville Pflag newspaper, www.ExpertVillage.com

Software Skills

- Web:** HTML, XML, CSS, Flash, Dreamweaver, FTP programs and WYSIWYG editors
Multimedia: iMovie, Final Cut Express, Adobe InDesign, PhotoShop, Illustrator, AVID, Microsoft Office

Industry Recognition

- National Newspaper Association** - July 2008
Won third place best business feature for an article on the opening of Austin's mixed-use Domain shopping center.
- Austin Monthly Magazine** - December 2007
Interviewed for fashion article on neighborhood looks around Austin. Styled outfits from areas around Austin.
- Tribeza Magazine** - September 2007
Interviewed and photographed in magazine's annual style issue as an Austin fashion blogger.

Service Work

- Guest Speaker, University of Texas Fashion Group** September 2008
Talked to college of Textiles and Apparel about organization about balancing Austin Style Watch with professional writing career.
- Author Escort, Texas Book Festival** October 2004 -07
Guided nationally-recognized authors around Austin to book signings and public speeches.
- Assistant Program Leader, Girlstart** August 2006
Ran weekend sessions teaching 7th grade girls about technology. Lessons included HTML and computer science.

Education

- The University of Texas Austin**, Bachelor of Journalism specializing in multimedia July 2006