

# Liliana Soto

**Bilingual Investigative Award-Winning Multimedia Journalist, News Leader, News Anchor, Academic, Keynote speaker, Social Media Specialist, DEI Advisor, and Public Affairs Consultant**

Phoenix, AZ

[Lilysoto.com](http://Lilysoto.com)

## EXPERIENCE

**University of Arizona, Tucson, Ariz.** —*Assistant Director, Bilingual Journalism Program & Assistant Professor of Practice, Affiliated faculty of the Center for Border and Global Journalism.*

JAN. 2022 - PRESENT

Prepares new generations of journalists and coaches' students interested in covering Latino/e/x communities, immigration, and communities of color.

Assists as liaison and serves in committees to recruit and retain faculty with diverse perspectives and experiences as well as to expand diversity and inclusion in journalism schools and newsrooms.

Develops multimedia classes with community focused journalism through strong research and creative video storytelling, all while continuing journalistic work as a web/broadcast journalist for outlets as Palabra and PBS.

Serves as school advisor for the National Association of Hispanic Journalists chapter and as a mentor for the Latino Reporter, a student digital news site under the National Association of Hispanic Journalists.

Sits on the advisory board for the Radio/Audio Production program, at EVIT, the East Valley Institute of Technology in Mesa, AZ, the state's largest CTE public high school.

Leads groundbreaking projects such as the creation and production of the school's first bilingual newscast. Oversees the construction & design of the new Severson Family broadcasting/podcasting studio and lab.

Serves as an assistant director for the Bilingual Journalism Program.

Trains the first cohorts of bilingual journalists, all from diverse backgrounds and some already working in newsrooms.

Lead instructor for upper division broadcast, TV reporting and writing classes for undergraduate and graduate journalism students.

Lead instructor of an upper-level undergraduate and graduate division broadcast, Bilingual TV reporting/writing class & co-leads one of the few programs of this type in the U.S.

Teaches on-air skills in both English and Spanish.

Helps to raise funding to develop strategic partnerships with newsrooms and digital news outlets.

## SKILLS

- 10+ years of experience in journalism, communications, and education.
- News & Academic Visionary Leadership.
- Nine-Time Emmy Award-Winning Broadcast Journalist.
- Excellent interpersonal skills.
- Experience engaging in outreach and building relationships with external organizations and diverse communities.
- Dynamic & Innovator Educator.
- Highly Accomplished Bilingual Journalist.
- News Anchoring, Reporting, Producing.
- Bilingual Digital Content Creator.
- Expertise covering immigration, the borderlands & communities of color across Arizona.
- Consultant in Communications/ DEI/ Public Affairs/social media management.
- Proficient video editor in Premiere Pro and Final Cut Pro..

**Mayo Clinic, Scottsdale, Ariz. —Senior Specialist, Public Affairs**

July 2022- Present (seasonal)

Develop strong relationships with local and national media outlets across diverse communities.

Provide strategic consultation to incorporate diversity, equity, and inclusion.

Cultivate and sustain relationships with diverse community stakeholders to increase awareness of Mayo Clinic's services.

Manage Public Affairs strategies and projects that align with the institution's mission to humanize the practice of health and inspire hope in the people who need it the most.

Facilitate the implementation of system-wide Public Affairs strategies ensuring messages are inclusive, appropriate, effective, accurate and timely.

Respond to news media requests from both English/ Spanish news outlets and/or designate an alternate resource.

Support external communication needs, including media relations, social media content strategy and management.

Conduct awareness-informational sessions in community settings to help reduce barriers to access.

**Freelance, Phoenix/Tucson, Ariz. (United States & Latin America. EU upon request)—Independent Multimedia Journalist for TV and Digital**

May 2022 - Present

News Anchor, Host, On-Air Talent, News Reporter, Multimedia Journalist.

Gather information, research, and produce quality news and enterprise stories for on-air broadcasting and digital news outlets such as PBS and Palabra.

**ABC15 (Scripps), Phoenix, Ariz. —Enterprise Bilingual Multimedia Journalist News Leader, EDI Taskforce**

June 2019- Dec. 2021

Lead the Investigative & Enterprise unit's bilingual reporting expansion as well as the development of the accompanying Spanish website for abc15.com.

Partnered with news leaders as part of an internal and national Scripps DEI (*Diversity, Equity & Inclusion*) taskforce to create, execute and manage a Diversity, Equity & Inclusion and belonging strategy within newsrooms.

Worked collaboratively across the company to develop, initiate, and drive programs needed to foster an open and inclusive environment.

Researched, designed, planned, and handled logistics and execution for workshops and town halls virtually during and after the COVID-19 pandemic to reduce misinformation among underrepresented communities in both English and Spanish.

Promoted community focused journalism to be a more inclusive news station.

Served as a news leader and as a member of various committees to amplify the voices of underrepresented communities in our reporting, to promote diversity and inclusion among our newsroom and editorial process.

Served as expert on immigration, border issues, and Mexican-centric Latin Culture.

## HONORS & AWARDS

Co-founder of the Central Texas chapter for the National Association of Hispanic Journalists.

Online Journalism Awards 2016 winner: Excellence and Innovation in Visual Digital Storytelling. Medium Newsroom.

Nine-time Emmy winner.

Hugh and Jan Harelson Award for Teaching Excellence, University of Arizona.  
May. 2023

## LANGUAGES

Fluent in English and Spanish

Uncovered exclusive stories through investigation and research.

Reported live from the site of the event or mobile broadcast unit.

Mentored journalism students and helped recent graduates with job searches, interviewing and connecting with news directors for hiring.

Accomplished historical groundbreaking records by helping the station become the first English news station to win an Emmy for bilingual reporting in the market.

Became the station's first and only multimedia journalist to report investigative and general assignment stories in English and Spanish for both on air and the web.

Produced a web-based PSA detailing Spanish language resources to deal with COVID-19.

Nominated by the National Academy of Television Arts & Sciences for my continuing coverage about the impacts of COVID-19 on the underserved and underrepresented communities in Arizona.

Worked independently to generate finished news packages, including conducting interviews, shooting, writing, tracking, and editing for all multimedia platforms in English and Spanish.

Developed sources throughout the community, gathered information, pitched stories, wrote, and produced quality news stories -often investigative or long-form journalism.

**Mayo Clinic, Scottsdale, Ariz. —*Communications Specialist, Public Affairs***

April 2018- May 2019

Generated, edited, created, and published written, video, and live broadcast content for Facebook and Twitter accounts in English and Spanish.

Coordinated video production for patient stories in English/Spanish language  
Managed social media accounts in Spanish language

Monitored and interpreted social media metrics to develop effective campaigns.

Delivered strategic consultation and guidance to various clients.

Provided support for media relations efforts & Public Affairs.

Created presentations and appeared in National Conferences on behalf of Mayo Clinic's Social & Digital Innovation.

**Freelance, Phoenix, Ariz. —*National Multimedia Journalist***

May 2018- June 2019

Gathered information, researched, produced, shot, and edited high-quality video and interviews used for on- air broadcasting at NBCUniversal Telemundo News Network.

## EDUCATION

**The Walter Cronkite School of Journalism and Mass Communication, Arizona State University**

Phoenix, Ariz. —  
*bachelor's degree in journalism and mass Communication*

Dec. 2013

**Phoenix College,**  
Phoenix, Ariz. —  
*associate degree in arts, Department of English & Journalism*

Dec. 2011

## ORGANIZATIONS

**NAHJ, National Association of Hispanic Journalists. Member and mentor of the *Latino Reporter* program.**

**IRE, Investigative Reporters and Editors.**

**RTDNA, The Radio Television Digital News Association**

**SPJ, Society of Professional Journalists**

**WINN (Women in the News Network), advisor**

***Water Whys, advisor***

***EVIT, advisory board of the Radio/audio production program.***

**Univision, Phoenix, Ariz. —Multimedia Journalist**

Oct. 2015-Jan. 2018

Anchored, wrote, and produced weekend newscasts every Saturday and Sunday for almost three years under tight and high-pressure deadlines. Demonstrated outstanding work as a multimedia journalist & investigative reporter.

Developed and reported several exclusive special stories throughout the year including a year-long investigation of four Phoenix Police officers involved in a cover up case of abuse of power and discrimination.

Published daily short-form content on Twitter and Facebook to inform the community on breaking news and developing stories.

Made various public appearances on behalf of the station at local schools, organizations, and events.

**Univision, Austin, Texas. —Multimedia Journalist**

June 2014- Oct. 2015

Produced, shot, wrote, and edited daily news stories using Adobe Premiere. Broadcasted to almost 200 thousand homes in Greater Austin.

Reported live, conducted interviews, and covered various breaking news under strict and tight deadlines.

Assigned as a news correspondent for Texas regional newscast based in Houston.

Led special investigative reports by partnering with Austin's American Statesman Newspaper.

Organized interviews and gathered materials while assisting in the production of daily live broadcasts.

Covered politics, education, court hearings, council meetings, immigration, and health as a general assignment reporter.

Updated social media platforms, trained two new hires, and assisted the general assignment desk.

Covered the Texas Legislature for Austin, Houston, San Antonio, and Dallas markets.

**PUBLIC SPEAKING**

**TED, [Women Believing in Women](#)**

**Arizona Hispanic Chamber of Commerce, [Women in Journalism.](#)**

**FELLOWSHIPS****RIAS Berlin**

**Commission** — Member of the **German American network of broadcast journalists** as a RIAS Berlin fellow. Selected among 9 other journalists nationwide.

**IRE** fellow, selected to participate in a Data Bootcamp for Educators of color, a program of the Investigative Reporters & Editors and the National Institute of Computer-Assisted Reporting.