

L i s a      F e r n a n d e z  
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## **OVERALL QUALITIES**

I have the ability and passion to tell compelling stories about diverse communities. I have won awards in the categories of culture, features and breaking news. I am productive, can juggle many tasks at once and am deadline oriented. I am capable with many New Media concepts and tools, and well-versed in old-fashioned story telling. I am enthusiastic and a team player.

## **WORK**

### **Senior Digital Editor NBC Bay Area**

April 2012 to present

Integrate news on NBC website with original reporting and compelling video. Manage a staff of writers and freelancers.

### **San Jose Mercury News, reporter**

Aug. 1999 to April 2012

Report general assignment stories for print and online.  
Story emphasis on cities, ethnic communities, societal trends.  
Produce and edit video for web.

### **University of California, Haas School of Business**

July 2010 to March 2021

Freelance stories on business school programs

### **San Francisco Chronicle, reporter**

January to July 1999

### **San Mateo County Times, reporter**

May to December 1998

### **Los Angeles Times, Ventura, CA, contractor**

June 1997 to May 1998

### **Bay City News, San Francisco, reporter**

March 1995 to June 1996

### **Democrat & Chronicle, Rochester, NY,**

June 1991 to June 1995

### **YMCA spinning and group exercise instructor**

Nov. 2008 to present

Central San Jose branch

## **EDUCATION**

### **Northwestern University, Medill School of Journalism**

June 1996 to June 1997

MSJ graduate studies

### **McGill University, Montreal, Quebec**

Sept. 1987 to May 1991

BA in Anthropology

### **Hebrew University, Jerusalem, Israel**

Sept. 1989 to Aug. 1990

## **VOLUNTEER**

Managing editor for synagogue newsletter  
Chairwoman of synagogue publicity committee  
Board member at Temple Beth Abraham, Oakland  
Hebrew school tutor to fourth grade  
Past PTA Secretary for Chabot Elementary School, Oakland

July 2010 to present

## **PROFESSIONAL ACTIVITIES AND AWARDS**

San Jose Mercury News, Best Large Newspaper in State, California Newspaper Publisher's Association, 2012  
First place for "local breaking news," team coverage of Cupertino quarry shooting, by CNPA 2012  
Winner of Digital First Media's "IdeaLab" contest 2012  
Knight Digital Media Conference fellow, June 2011  
Managing editor of The Omer, an award-winning newsletter at Temple Beth Abraham, Oakland  
Children's Institute of Literature, graduated with certificate in writing children's stories  
Led workshops at Mercury News on telling stories through videos  
Former contributing writer for [www.newsvideographer.com](http://www.newsvideographer.com)  
Former monthly columnist on how to "cover culture" for the Maynard Institute in Oakland  
Helped create newspaper at charter school in East Palo Alto  
Winner of several Mercury News awards for sophisticated reporting, teamwork, cultural sensitivity  
Winner of several East Bay Press Club awards for feature writing, cultural writing