

# Vanessa Ruiz

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## Award-Winning Bilingual Executive, Professor & Journalist

Executive Leadership | Diversity, Equity, Inclusion | Teaching | Anchoring, Reporting, TV  
Producing & Digital Content |

- Deputy Vice President, Educational Outreach and Student Services, Arizona State University
- Director for Diversity Initiatives and Community Engagement, Walter Cronkite School of Journalism and Mass Communication.
- Professor of Practice at Cronkite News, the ‘teaching hospital’ model, providing senior level students with an intensive, immersive and professional experience in journalism.
- Anchor and host for Arizona PBS, one of the nation’s leading public media organizations, with four broadcast channels and digital platforms.
- Fill in anchor for PBS NewsHour West, the updated version of the PBS NewsHour, focusing on stories and issues with an origin and special interest in the western region of the United States.
- Main co-anchor of KPNX-12 News #1 rated (Nielsen) evening newscast in Arizona.
- Proficient in I-NEWS, AP-ENPS. Active in social media outreach, maintaining daily accounts on Facebook (over 22,000 followers) and Twitter (over 8,500 followers).

### Industry Awards

2020 Phoenix Business Journal’s “40 Under 40” Recipient  
2017 Rocky Mountain Emmy winner, Best Evening Newscast-Anchor  
2016 Rocky Mountain Emmy Winner, Best Evening Newscast  
2013 David Burke Distinguished Journalism Award winner for exceptional integrity, bravery, and originality in reporting  
2012 Double Emmy nominee for news production in special programming and documentaries  
Recognized by the National Academy of Arts & Sciences for September 11<sup>th</sup>, 2001 coverage

- Compelling storyteller, able to deliver and produce news/programming in English and Spanish.
- Never missed a deadline in career history, even when facing high pressure, dynamic nature of demanding live news and shows.
- Consistently pursued and achieved exclusive stories, helping clinch the #1 spot in viewership and demo in two top 20 market stations.
- Fast-tracked through numerous promotions at national news network to become company’s youngest news anchor and executive producer.
- Secured one-on-one exclusive interviews in U.S. and Latin American markets, including international dignitaries and political figures.
- Formed extensive list of high-quality industry contacts and sources, recognized as trusted source for relevant, relatable stories.
- Experience spans all facets of broadcast journalism; able to envision, plan and execute effective stories in a live setting on camera or behind the scenes.

## CAREER PROGRESSION

### EDUCATIONAL OUTREACH AND STUDENT SERVICES- Arizona State University Phoenix, Arizona (2022-Present)

#### DEPUTY VICE PRESIDENT-OUTREACH PARTNERSHIPS

- Executive leader in charge of team creating a vision to develop strategic partnerships with non-profits, K-12 schools, foundations, corporate partners, faith-based leaders, and other community stakeholders to advance the educational attainment and economic opportunity for diverse communities across the state of Arizona.

**WALTER CRONKITE SCHOOL OF JOURNALISM & MASS COMMUNICATION- Arizona State University**

Phoenix, Arizona (2017-2021)

**DIRECTOR FOR DIVERSITY INITIATIVES AND COMMUNITY ENGAGEMENT**

- Build upon existing work to identify diversity, inclusion and equity metrics for the school. Partner with campus administrators, units across ASU and community partners to develop effective plans to achieve them.
- Advise senior leaders on diversion and inclusion issues, actively working to seek and implement policies, guidelines that foment an environment where all students, faculty and staff feel valued, welcomed and heard.
- Develop and implement initiatives to advance inclusion at a systematic level, eliminating barriers to inclusion.
- Engage professionals from across campus who are involved in diversity and inclusion work, increasing coordination, collaboration and effectiveness.

**WALTER CRONKITE SCHOOL OF JOURNALISM & MASS COMMUNICATION- Arizona State University**

Phoenix, Arizona (2017-2020)

**PROFESSOR OF PRACTICE- Director: Southwest Borderlands Initiatives Bureau at Cronkite News**

- Oversaw editorial content, presentation and design by broadcast and digital student journalists. Work is aired on Cronkite News, the news division of Arizona PBS with an estimated audience of 1.9 million viewers. Digital journalism content is published on [www.cronkitenews.azpbs.org](http://www.cronkitenews.azpbs.org), while also providing coverage to over 50 media clients.
- Approved and managed all daily Borderlands reports from pitch to broadcast/publication, ensuring information is accurate, fair, balanced and objective. Challenged students to grow as journalists, teaching them through 'on the field' years of expertise, while holding them accountable to the high standards that will make them employable in the competitive journalism job market.

**NEWS ANCHOR & HOST-Arizona PBS/KAET Channel 8**

- Fill-in anchor for PBS NewsHour West.
- Anchor, Arizona PBS Townhall Summer 2020, a special series of programming designed to give critical information and context to viewers during the COVID-19 pandemic.
- Host, 'Catalyst', a weekly, 30-minute program showcasing research and innovation at Arizona State University.

**CRONKITE NOTICIAS (2017-2020)**

- Broadcast lead for Cronkite Noticias, the Cronkite School's bilingual professional journalism program.
- Guide and mentor bilingual reporters, with their stories shown every semester in four 30-minute newscasts airing on Univision Arizona, the #1 local station in Arizona, regardless of language.

**KPNX 12 News-NBC: Phoenix, Arizona**

MAIN EVENING NEWS CO-ANCHOR (2015-2017)

4 p.m./5 p.m. /6 p.m./10 p.m.

Responsible for presenting, reporting, researching, writing and producing stories daily to air for live newscasts Monday through Friday in the #11 television news market in the country.

- Anchored live newscasts and segments
- Gathered news information and prepared for presentation on air and/or on digital platforms
- Actively participated in daily editorial meetings with story pitches of interest to viewers
- Forged and maintained contacts within community, leaders, activists and key figures
- Developed enterprise and exclusive content
- Collaborated with producers, managers and photographers to conceptualize, write and produce stories
- Generated wide variety of story ideas, research and set up the content and interviews

**KNBC 4-NBC Universal:** Los Angeles, California  
NEWS REPORTER (2014-2015)

- Reported, wrote and produced daily breaking news stories and day-of stories in the nation's #2 television news market. Successfully conducted multiple daily live shots, while collaborating with station producers and managers, presenting a product of outstanding quality.
- Pitched stories with unique angles which resonated with the community, giving KNBC a competitive edge over other stations. Active in social media, promoting stories and engaging with viewers, building loyal growing number of followers via Twitter, Instagram and Facebook.

**Office of Cuba Broadcasting (Radio & TV Martí)-U.S. Agency for Global Media:** Miami, Florida  
NEWS ANCHOR & CORRESPONDENT (2011-2014)

- Anchored, reported, wrote and produced daily news reports for U.S. government run television and radio station, transmitted Spanish broadcasts and programming to Latin America.
- Pitched attention-grabbing story ideas and persistently pursued reliable news leads to produce special programs. Served as foreign correspondent in South America, reporting on political events, social issues and human-interest stories.
- Maintained web content and managed social media accounts to gather information, reported breaking news and built exposure. Granted top security clearance.

**Live On-Camera Exposure:**

- Main Anchor, "7-N-30", a weekly roundup of the world's top news stories
- Co-Anchor, "Antena Live", flagship daily newscast launched February 2012
- Host, "Estado de SATS"

**Exclusive Interviews & Live Coverage**

- Presidential Elections-2016
- Rio Olympic Summer Games-2016
- Pope Francis' visit to the U.S.-2015
- Barack Obama's Presidential Inauguration -2013
- Republican and Democratic Conventions -2012
- Presidential Elections in Venezuela - 2012
- Presidential Elections in Nicaragua-2011
- Death of Pope John Paul II - 2005
- Israeli Prime Minister Benjamin Netanyahu - 2005
- Columbia Space Shuttle Tragedy - 2003

## EARLY CAREER

**WSVN-Channel 7/FOX Miami: Sunbeam Television Corporation;** Miami, Florida  
NEWS REPORTER (2005 -2011)

Reported on South Florida's fast-paced television news market, focusing on breaking news, politics, features and human-interest stories. Generated fresh, relevant story ideas for key series and leading headlines. Conducted live interviews, voiced stories and produced appealing content for designated newscast. Collaborated with producers, managers and photographers to conceptualize, write, edit, and produce news packages. Formed relationships with community leaders to develop links to leads.

- Sourced up to three stories per day in addition to breaking news segments without missing a deadline
- Raised station profile by securing numerous exclusive interviews and uncovering stories that resonated with viewers
- Consistently remained ahead of competing stations by pursuing headline news first

**Endorsements**

*"Vanessa was a dependable journalist who could handle anything thrown her way. Always dynamic and professional while delivering her stories, she was a great asset to the WSVN team!"*

*-Tom González-Diego  
News Director, WSVN Fox Miami*

**Telemundo Internacional-NBC Universal:** Miami, Florida  
ANCHOR/EXECUTIVE PRODUCER (2004-2005)

Developed and produced multiple daily news stories, while reporting breaking news for international network of Spanish content, airing in more than 120 countries.

- Anchor, "Hoy en America PM" and "Noticiero Telemundo Internacional"
- Weekend Anchor and Breaking News/Special Events Anchor for English/Spanish
- Led team of 15 production staff members to produce editorial content

**Noticiero Telemundo-NBC Universal:** Miami, Florida  
LINE PRODUCER/WRITER (2002-2004)

- Managed editorial content for daily national newscast, oversaw all in-show graphics, story titles, time cues, roll cues and run-down changes while assisting senior producers and director with planning and executing on-air programming.
- Crafted program scripts and out-of-show teasing.

**Noticiero Telemundo-Weekend Edition: NBC Universal:** Miami, Florida  
ASSOCIATE PRODUCER/WRITER (2001-2003)

- Investigated and composed all news briefs along with senior producers for national network newscast.
- Partnered with graphics department and technical staff to create show graphics.
- Coordinated live shots, edited video, prepared program scripts and tapes. Utilized Chyron to preview accuracy of upcoming video and graphics.

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## RECOGNITIONS

- 2020 Phoenix Business Journal's '40 Under 40' award recipient, highlighting the top business and civic leaders in the Phoenix area for their career success, community involvement, leadership ability and influence.
- 2019 Selected cohort member, Poynter Institute's 'Essential Skills for Rising Newsroom Leaders' seminar.
- 2019 Phoenix ATHENA Awards nominee. ATHENA honors women at the top of their careers who invest consistently in their profession, their community and, especially, other women.
- 2018 "Catalyst" Award nominee on behalf of the Committee for Campus Inclusion for making a significant difference in fostering and promoting diversity and inclusion at ASU and beyond.

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## INVITED LECTURES, PRESENTATIONS & PROJECTS (SELECTED)

- 2019 Invited guest speaker: "'Speak American,' How a News Anchor Became the News." Rohatyn Center for Global Affairs, Middlebury College. Middlebury, Vermont
- 2019 Excellence in Journalism Conference Presenter: NAHJ Student Bootcamp-"Diversity & Inclusion in the Newsroom and Beyond." San Antonio, Texas
- 2019 AEJMC Conference Panelist: "Innovation and Television News." Toronto, Canada
- 2019 Broadcast Education Association Conference Moderator: "Attracting Field Professionals into the Classroom." Las Vegas, Nevada
- 2019 Selected seminar faculty member: "Religion, Journalism, and Democracy: Strengthening Key Institutions of Civil Society." Part of the Luce/ACLS Program in Religion and International Affairs and a partnership between ASU's Center for Religion and Conflict and the Cronkite school. Phoenix, Arizona
- 2019 Panel moderator: Society for Advancing Business Editing and Writing, "What Women Have Learned about What it Takes to Lead" Phoenix, Arizona
- 2019 Created and co-led the first Diversity & Inclusion Workshop at the Cronkite School, focused toward junior students on the implementation and awareness of diversity and inclusion in their reporting and as future newsroom members and leaders. Phoenix, Arizona

- 2019 Led training session for members of the Chicano/Latino Faculty & Staff Association at ASU on how to cultivate Latino leaders throughout the university. Phoenix, Arizona
- 2019 Keynote speaker for Maricopa Community College's 'Women Rising' conference, directed toward a cohort of women of color about the importance and value of continuing education and pathways to success. Phoenix, Arizona
- 2019 Downtown facilitator for Social Cohesion Dialogue, an effort by ASU's Center for the Study of Race and Democracy in partnership with the Provost's Office of Inclusion and Community Engagement. Led a dialogue with faculty and staff on critical issues of race, class and gender. Phoenix, Arizona
- 2019 Emcee for Maricopa Community College's Heroes of Education Awards, honoring those who have a proven personal and professional commitment to supporting students of diverse backgrounds and their educational opportunities. Phoenix, Arizona
- 2019 Moderator for ASU's Sex, Love and Disability Panel: Exploring Media Inclusivity and Coverage. Phoenix, Arizona
- 2019 Co-led workshop for working media professionals and students through ALMA-the Arizona Latino Media Association. Phoenix, Arizona
- 2019 Panelist on Phoenix's YWCA's "No Racism, No Fear" dialogue, focusing on how immigration and racism intersect in Arizona. Phoenix, Arizona
- 2018 Panelist on "The Power and Promise of Diversity," a conversation centered around the importance and need of diversity in newsrooms across the country. Phoenix, Arizona
- 2018 Keynote speaker for ASU's Hispanic Convocation, focusing on the importance of diversity and inclusion within education to an audience of 11,000 attendees. Tempe, Arizona
- 2018 Invited guest speaker, Flinn-Brown Civic Leadership Academy: "The Power of Diversity and the Evolution of the Media.' Phoenix, Arizona
- 2018/2017, Hosted and moderated DATOS: The State of Arizona's Hispanic Community, put on by the Arizona Hispanic Chamber of Commerce, speaking about the importance of education within minorities. Phoenix, Arizona

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## VOLUNTEER AND SERVICE

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- Executive Board Member, Faculty Women's Association a volunteer organization that has been an active advocate for increasing the status and participation of women on the ASU campus. FWA and its executive board strive to be an effective voice for women faculty at ASU. In addition to working for changes in policies, practices and attitudes on campus, FWA provides career development and networking opportunities for women at all faculty ranks, as well as an awards program that recognizes outstanding faculty mentors and distinguished graduate students. FWA maintains an ongoing dialogue with university leadership to improve the climate for women at ASU and provide a congenial atmosphere for faculty at all levels.

- Member, Faculty Women of Color Caucus (FWOCC), a gathering of faculty from across ASU campuses, working together to plan and host forums for students, staff, faculty and administrators, discussing vital issues, research and ideas centering around people, policies and programs that advance equity and inclusion.
- Member, Board of Trustees, Phoenix Art Museum. The Board of Trustees of Phoenix Art Museum has served as the governing body of the Museum since its inception in 1959. Trustees are nominated by the Nominating and Governance Committee of the Board and elected by the general Board to a three-year term. The Board is composed of a diverse array of civic and business leaders within the community who volunteer significant time and resources in support of the mission of the Phoenix Art Museum.

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## EDUCATION

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**Arizona State University:** Phoenix, Arizona

MASTER OF LIBERAL STUDIES (2020)

Graduated with Distinction

Nominated as Outstanding Graduate

**Florida International University:** Miami, Florida

BACHELOR OF SCIENCE IN COMMUNICATIONS (2009)

Major: Broadcast Journalism

Minor: International Relations

Graduated with Honors