

Vianca N. Rodriguez Feliciano

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PROFESSIONAL SUMMARY

Experienced, bilingual journalist and on-air analyst with a strong background in covering US campaigns, elections, and international politics. Expertise in print, radio, television, streaming, and digital media, as well as in producing, editing, researching, and presenting engaging news content.

ACCOMPLISHMENTS

- Hired as Univision's first Gen Z Latina Republican analyst, a global leading network in Hispanic news (November 2021-Present)
- Pi Alpha Alpha Global Honor Society for Public Affairs and Administration Recognition (March 2022)
- College Republican Federation of Arizona Treasurer & Political Director (March 2018-March 2020)
- Network of Enlightened Women National College-Level Essay Winner, featured in "Washington Examiner" (October 2018)

SKILLS

- Spanish fluency
- Live broadcasting experience for print, on-air, radio, digital, streaming, television
- Proficient in HTML, Google Analytics, SEO editing
- Proficient in G-Suite, Microsoft Office, WordPress
- Proficient in iNews, Media Central, CNN Newsource
- Proficient in local, national, and international politics
- Proficient in social media content creation, organic engagement

WORK HISTORY

ON-AIR TALENT, POLITICAL ANALYST | November 2021 to Present

TelevisaUnivision Network– Doral, FL

- Nightly leading political panelist on "Linea de Fuego," broadcasted on ViX, Sling TV, and other streaming platforms, reaching a global audience of 600+ million.
- Active participant in breaking news coverage, showcasing an "on-call" mentality and readiness.
- Translate complex policy issues into easily digestible content for a diverse, bilingual audience.
- Develop and maintain a robust presence on social media platforms including YouTube, TikTok, and Instagram.
- Produce and edit social media content, including, but not limited to, YouTube shorts, Instagram reels, and TikTok reels, alongside a collaborative creative team.
- Played a key role in coverage of major national political events including, but not limited to, the 2022 midterm elections and the 2024 presidential elections.
- Occasional panelist on high-profile shows, contributing to discussions on critical day-to-day national issues.

BRAND MANAGER, POLITICAL NEWS | August 2021 to December 2022

Prime Media Network– Remote

- Oversaw the operations of multiple political news websites, including writing and editing while ensuring journalistic AP standards for final posting.
- Managed audience analytics and subscriber databases, utilizing tools like Google Analytics for optimization.
- Led digital marketing strategies and SEO-focused content creation for increased engagement.

CONTRIBUTING WRITER | June 2021 to February 2022

Right Side Broadcasting Network – Remote

- Authored 5-7 weekly articles, providing unique insights into current political landscapes.
- Built a network of trustworthy and direct sources, securing unique interviews and commentary from political figures to create exclusive stories for the company.

FREELANCE POLITICAL COMMENTATOR & PUBLIC SPEAKER | July 2020 to Present

Mainstream Broadcasting Networks -- Remote

- Regularly appeared on various networks (such as Univision, Telemundo, TVV Noticias, NTN24, and other podcast/radio shows) to analyze and discuss trending political issues.
- Co-hosted El American’s podcast “You Have a Point,” engaging listeners on national and international political trends.
- Was invited as a speaker to FreedomWorks’ Hispanic Grassroots Alliance event that took place August 18, 2022, in West Palm Beach, FL.

CONFERENCE & OUTREACH ADMINISTRATOR | May 2021 to August 2021

Run Gen Z – Plano, TX

- Orchestrated major conferences, including the inaugural candidate training workshop.
- Spearheaded media engagement, crafting press releases and coordinating interviews between organization stakeholders and media reporters.
- Conducted extensive district research and managed digital campaigns, enhancing outreach.

HUMAN CAPITAL ADMINISTRATOR | August 2020 to May 2021

Turning Point USA - Phoenix, AZ

- Facilitated logistics for large-scale conferences and events, hosting over 8,000 attendees and notable political speakers, including the former President of the United States.
- Managed administrative tasks for executives and other stakeholders, including expense reporting and contract management with tools like Concur, Airtable, and Salesforce.
- Moderated a panel at the Young Latino Leadership Summit, engaging a significant audience.
- Engaged with Spanish media, such as Univision and Telemundo, as an occasional on-air political contributor on conservative issues as a representative of the organization.

EXECUTIVE ASSISTANT TO THE CHIEF OPERATING OFFICER | November 2019 to August 2020

Turning Point USA - Phoenix, AZ

- Coordinated internal communications and managed logistics for executive meetings and events.
- Supported COO in organizing and attending national networking events.
- Oversaw administrative tasks including call and email management, enhancing office efficiency.

GRASSROOTS COMMUNITY ORGANIZER | June 2018 to November 2018

Frank Schmuck for Arizona Senate - Tempe, AZ

- Utilized the i360 app to door-knock, inform active voters, and ensure they were registered to vote.
- Wrote e-mails, promoted events via social media, and phone-banked to recruit voters.

EDUCATION

Arizona State University - Phoenix | Master’s -- High Distinction (4.00 GPA)

Public Administration (12/2023)

Arizona State University - Tempe | Bachelor of Arts – Magna Cum Laude (3.68 GPA)

Political Science, Certificate in International Studies (05/2020)