

STELLA SUBASIC

SUMMARY

Dynamic Digital Journalist specializing in news photography and digital storytelling, adept at crafting engaging narratives that resonate with diverse audiences. Proven expertise in AP style writing, research methodologies, and SEO strategies, ensuring adherence to ethical journalism standards while enhancing content visibility.

ACCOMPLISHMENTS

- Featured in publications like **Phoenix Business Journal**, **Phoenix New Times**, and **Daily Independent**.

EXPERIENCE

Photographer

Freelance | August 2019 - Current

- Preserved key moments from the 2020 Black Lives Matter demonstrations at Plaza, ensuring their historical impact.
- Event/Sports:** Documented school-wide activities, local gatherings, basketball games, cheerleading performances, and football matches through skilled photography.
- Portraiture:** Delivered personalized portrait sessions for individuals, tailoring each shoot to client preferences.

Sales Associate

Nike | Kansas City, MO | October 2023 - Current

- Engaged with a diverse range of customers to enhance the shopping experience, understand consumer behavior, and strengthen brand connection.
- Maintained store standards, handled visual merchandising, and ensured product organization.
- Built and maintained relationships with peers and upper management to drive team success.

Visual Journalist

Cronkite News | Phoenix, AZ | May 2024 - August 2024

- Generated multimedia content for stories showcasing community activism, local businesses, and public interest topics.
- Event Coverage:** Captured major events, including Vice President Kamala Harris's visit to Phoenix, and WNBA athletes Caitlin Clark and Diana Taurasi.
- Social Media Engagement:** Applied SEO strategies, and tracked analytics to optimize content performance on LinkedIn and Instagram.
- Teamed up with reporters and editors to deliver unified narratives in text, visuals, and multimedia.
- Utilized Adobe Suite to enhance final products with advanced editing techniques.

Photographer Intern

PHOENIX Magazine | Scottsdale, AZ | January 2024 - April 2024

- Elevated publication aesthetics through vibrant editorial photography of restaurant scenes, and through skilled photo editing in Photoshop.
- Deadline-Driven Workflow:** Delivered high-quality visuals under tight deadlines, demonstrating reliability and efficiency in fast-paced environments.
- Managed maintenance of photography equipment such as cameras, lenses, and lighting gear.

CONTACT

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🌐 <https://www.stellasubasic.com/>

SKILLS

- News and event photography, videography, digital storytelling
- Canon and Sony cameras
- Adobe:** Lightroom, Photoshop, Premiere, Illustrator and Audition
- Narrative development, interviewing, collaborative writing, and AP Style proficiency
- Attention to detail, research, and fact-checking
- Deadline management, task prioritization, multitasking, and workflow coordination
- Audience engagement and SEO strategies
- Google Workspace, Microsoft Office Suite, Slack, and Airtable

EDUCATION

Bachelor's Degree

Journalism And Mass Communication
Arizona State University
Walter Cronkite School of Journalism
And Mass Communications

- Spring, 2023 & Fall, 2024 - Dean's List 3.5 GPA or higher
- Bulldog Scholarship Recipient
December 2024

Associate's Degree

Johnson County Community College

- Spring & Fall 2022 & Spring - Dean's List 3.5-3.99 GPA
- Rose Family Journalism Scholarship Recipient
December 2022