

Junette Reyes

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GRANT WRITER ○ COPYWRITER ○ PHOTOGRAPHER ○ FILMMAKER

PROFESSIONAL PROFILE

I am a multimedia creator who blends creativity with strategy. With a background in grant writing, copywriting and marketing, filmmaking, journalism, and photography, I have learned to craft narratives that inform, inspire and create change. Since 2011, I've transformed ideas into stories across multiple platforms, whether it's securing funding through persuasive proposals, writing articles that highlight community voices, or producing films and photographs that capture powerful moments. At my core, I'm passionate about storytelling in all its forms and its ability to connect people, elevate voices and bring visions to life.

EDUCATION

FIU | July 2015
Bachelor of Arts in Psychology
Second Major: Criminal Justice

MDC | April 2023
College Credit Certificate:
Digital Marketing Specialist

LANGUAGES

English, Spanish

WORK EXPERIENCE

Miami Dade College

Grant Writer | March 2024 – Present

- Research, develop and write competitive grant proposals and letters of inquiry to secure funding in alignment with MDC's mission and strategic priorities.
- Collaborate with faculty, administrators, and industry partners to design, gather data and align narratives with institutional needs.
- Draft budgets, sustainability frameworks and evaluation plans to strengthen proposals.
- Coordinate proposal development, manage timelines and ensure deliverables meet strict deadlines.
- Secured \$6,070,630 in grant funding for MDC in 2024–2025.

Marketing Communications Copywriter | May 2021 – March 2024

- Created, proofread and edited copy for digital assets, including eblasts, evites, website banners, social media campaigns and digital signage.
- Developed persuasive copy for large-scale print campaigns such as bus wraps, billboards, brochures, flyers, palm cards and posters, increasing MDC's visibility throughout South Florida.
- Wrote 10-20 feature stories per edition of College Forum, MDC's quarterly marketing newsletter, highlighting technology, workforce education and student success stories.
- Collaborated with administrators, graphic designers and marketing coordinators to ensure message alignment with institutional branding and strategic goals.
- Designed instructional guides and cheat sheets that standardized internal processes, improving onboarding efficiency and workflow consistency across the department.
- Trained and mentored incoming copywriters to ensure adherence to voice, quality and style standards.
- Contributed to cross-campus marketing initiatives that elevated MDC's reputation as one of the nation's leading community colleges.

AWARDS

**Association of Florida Colleges
Awards of Excellence
Silver Award | 2024**

- Article in a College-Produced or Third-Party Publication

**National Council of Marketing
and Public Relations
Gold Medallion | 2023**

- Brochure Category
Silver Medallion | 2022
- Excellence in Writing
(Short Form)

**Miami Beach Film Festival
Best North American Music
Video | 2018**

- "Dial Tone" music video
Music Gold Award | 2018
- "Around Downtown"
music video

**Public Radio News Directors
Incorporated**

- First Place | 2015
- Student Soft Feature

**SPJ Region 3 Mark of Excellence
Awards**

- Finalist | 2015
- Best Radio Feature

**FIU Student Media
Pacesetter Award | 2014**

- *The Beacon*

Junette Reyes Photography

Photographer | June 2022 – Present

- Provide professional photography services for concerts, events, weddings and client projects.

Backyard Cinema Club

Director | Editor | Camera Operator | December 2015 – Present

- Direct, film, produce and edit music videos and short films for independent artists and labels.

WSVN Channel 7 News

Cyber Journalist | April 2018 – August 2019

- Transcribed and adapted on-air news packages into engaging online articles under tight deadlines.
- Managed breaking news coverage for WSVN.com and ensured accuracy in high-pressure environments.
- Increased web engagement by optimizing content for search and social media distribution.

Sawgrass Sun / Sun Sentinel Community News

Community Reporter | October 2016 – December 2017

- Reported on community news across 10 cities in Broward County, producing 4-5 articles and 5-7 briefs weekly.
- Built relationships with local officials, law enforcement and community members to ensure accurate reporting.
- Produced multimedia packages including photo slideshows and short videos to accompany stories.

Miami New Times

Freelance Music Journalist & Photographer | June 2015 – October 2016

- Wrote 50+ articles highlighting Miami's local music scene, with a focus on Kendall-area bands.
- Conducted artist interviews and covered live performances.
- Provided photography and multimedia content to accompany published pieces.

WLRN Public Radio & Television

Radio Intern | January 2015 – April 2015

- Wrote scripts, edited audio and voiced news features for broadcast.
- Assisted reporters with transcription and story production.
- Developed multimedia elements to support online distribution of radio stories.

FIU Student Media

Editor-in-Chief | April 2014 – April 2015

- Oversaw production of *The Beacon*, FIU's student-run newspaper, managing editorial strategy and newsroom operations.
- Led a staff of writers, editors and designers in producing regular print and online issues.
- Coordinated with university leadership, faculty and student organizations to ensure comprehensive coverage.

Entertainment & Opinion Director | Radio Host | Staff Writer | 2011 – 2014

- Managed coverage and editorial direction of the Entertainment and Opinion sections.
- Produced and hosted weekly radio programs on WRGP Radiate FM, interviewing artists and facilitating debates.
- Wrote feature stories, opinion pieces, and cultural coverage across multiple sections.

CORE COMPETENCIES

Grant Development & Strategy

- Budget Preparation
- Evaluation Design
- Funder Research
- Grant Writing
- Project Coordination
- Proposal Development
- Sustainability Planning

Writing & Communication

- Copywriting
- Editing
- Proofreading
- Feature Writing
- Journalism
- AP Style
- Storytelling
- Content Development

Creative Media Production

- Filmmaking
- Directing
- Video Editing
- Camera Operation
- Music Video Production
- Short Films
- Photography

Digital Tools & Platforms

- Adobe Creative Suite (Premiere Pro, Photoshop, InDesign, After Effects, Audition, Lightroom, Acrobat)
- Formstack
- Microsoft Office Suite
- Salesforce Marketing Cloud
- Social Media (Facebook, Instagram, LinkedIn, TikTok, X)
- Squarespace
- WordPress

Leadership & Collaboration

- Community Engagement
- Cross-Departmental Collaboration
- Project Management
- Team Coordination
- Training & Mentorship