

KRYSTAL CAMPOS

MULTIMEDIA JOURNALIST

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WORK EXPERIENCE

2019 -
Dec 2025

VIDEO PRODUCER

POLITICO

- Led video strategy for POLITICO's daily Playbook Podcast, including scripting, filming, editing, and social packaging across YouTube, Instagram, X, and POLITICO platforms.
- Oversaw the end-to-end publishing workflow and served as the final checkpoint for accuracy, tone, and brand alignment.
- Produced 15-20 platform-specific videos per week, driving ~5M monthly cross-platform views through daily explainers, event-driven coverage, and vertical clips optimized for algorithmic distribution.
- Partnered with audio, engagement, and editorial teams to align cross-platform strategy, release cadence, headlines, and packaging for maximum reach and discoverability.
- Expanded the podcast beyond audio-only formats, building new audiences on YouTube, Instagram, and X and delivering the show's largest audience growth since launch.
- Reported from major political events (DNC, RNC, Trump's victory rally) and produced fast-turnaround coverage that captured real-time news cycles and platform trends.
- Conducted and produced interviews with high-profile political figures, policy experts, and on-the-ground sources, shaping narrative direction and political coverage.

2015

NEWS PRODUCTION INTERN

Univision Washington D.C.

- Assisted in floor directing during live and pre-recorded interviews.
- Wrote, translated, and edited scripts on local and national news for newscasts.
- Logged tapes for reporters, identifying key sound bites and assisting in story construction.
- Collaborated with reporters to gather b-roll footage, write anchor intros, and prepare packages for broadcast.

2014

MEDIA RESEARCH INTERN

Jordan Information Bureau

- Prepared media monitoring reports on Jordan's coverage in leading U.S. outlets.
- Covered think tank events, roundtables, and briefings; drafted key findings and analysis for the Ambassador and senior leadership.
- Researched U.S. foreign policy, Middle East issues, and global media to support the ambassador's communications efforts.
- Drafted communications materials, including talking points, briefing memos, and media lists for embassy and public affairs use.

EDUCATION

M.A. JOURNALISM & PUBLIC AFFAIRS

American University 2018

B.A. COMMUNICATION: MEDIA PRODUCTION & CRITICISM

George Mason University 2016
Minors: Journalism, Criminology, Law & Society

SOFTWARE

Premiere Pro

Photoshop

After Effects

Audition

Illustrator

InDesign

SKILLS

Video/Audio Editing

Studio Production

Canon/Sony Cameras

Script Writing

Motion Graphics

Voiceover

Field Reporting

Digital Storytelling

Studio/Field Lighting Direction

Social Media Management

Platform Revisioning

Production Budgets

Color Grading/Correction

CMS Platforms

MEMBERSHIPS & AWARDS

Society of Professional Journalists

National Association of Hispanic Journalists

Society of News Design, Award of Excellence for creative use of video