

FERNANDA SANTOS

Leader • Conceiver • Editor • Writer • Coach

+1-917-763-9876 @ byfernandasantos@gmail.com
https://www.linkedin.com/in/byfernandasantos/ New York



SUMMARY

My work focuses on elevating voices and perspectives that often go unheard, underreported or misrepresented. My specialty is in crafting meaningful stories and helping others do the same. As a leader, I have created and refined missions and strategies, set direction and managed teams of diverse talents, experiences, nationalities and generations, leveraging my cultural competency, language abilities and broad personal and professional experiences to clearly communicate the message and bring people on board.

I am highly skilled in the conception and development of narrative stories for digital and audio platforms and a proven mentor invested in the growth of young and mid-career staff. I also employ my abilities as a storyteller to deliver compelling and convincing presentations to funders, boards of directors and general audiences.

EXPERIENCE

Founder and Principal

Date period

[Fernanda Santos LLC](#)

New York, United States

I employ my multimedia, multi-cultural, multi-lingual and multi-functional talents and skills into everything I do, which is a lot: writing; management; training on storytelling and leadership; consulting to media, nonprofit and trade organizations on storytelling and communication strategies, internal and external. I work with authors to help them develop ideas for opinion/perspective pieces ahead of book launches and prepare for high-stakes interviews. I can help you frame your mission, approach and coverage around the new American mainstream. I can assist you in tailoring your message to changing audiences and bringing awareness to perspectives that introduce fresh and necessary angles to the information you're sharing. Here is a sample of my work:

- I have edited a serial podcast on the intersection of gender and immigration detention and managed the team behind it;
- I have shaped and edited a series of stories centered around the Latino experience and the 2024 elections.
- I have created a production management system and calendar, optimized tasks assigned to contractors, and drafted and trained an executive producer to take over day-to-day operations for a prolific independent journalist.
- I have developed and taught webinars for a nonprofit trade association.
- I have led workshops on people management and leadership.
- I have developed and delivered webinars and in-person sessions on storytelling.

Professor of Practice

08/2017 - Present

[Arizona State University - Walter Cronkite School of Journalism and Mass Communication](#)

Phoenix, Arizona, United States

I have created and taught classes in person, live via Zoom and asynchronously, expanding my versatility in content delivery.

- Managed 10 teams of students in five years of teaching.
- Guided students as they conceived, reported on and wrote/produced narrative and investigative digital stories, TV packages and podcasts.
- Taught a series of workshops on narrative writing strategies to mid-career science journalists participating in a fellowship program offered by the Cronkite School and Mayo Clinic.
- Currently on a part-time appointment and teaching a storytelling for leadership course to international journalists from 11 countries spending an academic year at the Cronkite School as part of the Hubert H. Humphrey Fellowship.

LANGUAGES

English	Native	●●●●●
Portuguese	Native	●●●●●
Spanish	Proficient	●●●●●
French	Advanced	●●●●●

STRENGTHS

♦ I am determined, versatile, multi-skilled and multi-talented.

I lead with integrity and value each team member for who they are and how they can best contribute.

I do not cower under pressure and I can make great lemonade, even if handed the most sour of lemons.

NOTABLE PROJECTS

¡Americano!

01/2022 - 05/2022 New York, NY

I co-wrote a musical based on the life of an undocumented immigrant from Arizona who played a key role in the political transformation of the state. My purpose was to present a topic that I reported on extensively and care about deeply in a different way.

- Had a successful 16-week run Off Broadway.
- Stage and story selected by former President Barack Obama as site and inspiration for an event commemorating 10 years of DACA.

EXPERIENCE

Editorial Director 08/2022 - 08/2023
The Futuro Media Group New York, United States

I ran the talented teams behind Latino USA, In The Thick podcast and Latino Rebels. I resigned on Aug. 25, 2023 in hopes to save jobs during a devastating round of layoffs at Futuro Media.

Some highlights from my year in the position:

- I created a supervisory role that optimized the sharing of resources between Futuro's flagship property, Latino USA, and its award-winning investigative unit.
- I developed and supervised a plan for the year-long series of shows commemorating the 30 years of Latino USA, securing a partnership that guaranteed the company's access to archival audio free of cost.
- I empowered Latino USA producers to anchor the shows they produced while pushing them to embrace bolder ideas that speak to some of the most challenging issues of our times, such as gun violence, economic opportunity and public health.
- I steered the revamping of In The Thick into a weekly political podcast, shaping its roundtable segment around a single topic to offer listeners more impactful conversations.
- I embraced experimentation on Latino Rebels by focusing on quality over quantity. I'm proud of the witty TikToks and IG Lives, the unique angles and engaging guests featured on Latino Rebels Radio and the stellar coverage of climate justice in Puerto Rico.

Contributing Columnist 05/2021 - 01/2023
The Washington Post New York, United States

Wrote about the intersection of immigration, politics and public policy.

- Winner of SPJ Sigma Delta Chi award for general excellence in column writing.

Staff Writer 04/2012 - 07/2017
The New York Times New York, NY

Known for finding unique angles and approaches for stories centered around often misrepresented and underreported communities.

- Covered the state of New York, public schools and City Hall for the Metro Desk, and the American Southwest as Phoenix Bureau Chief.
- Distinguished myself for my coverage of the political transformation in Arizona, focused on the organizing among immigrants to mobilize Latinos to vote.
- Routinely broke stories about the effects of Washington's policies on the southern border, in particular among migrants waiting to cross into the U.S.
- Excelled in coverage of a fatal wildfire that claimed the life of 19 firefighters. The stories I wrote led to changes in the way firefighters are trained and inspired my first book, "The Fire Line," published in 2016.

Reporter 04/2002 - 01/2005
New York Daily News New York, New York

A jack of all trades who aggressively covered stories for the city and national desks.

- Reported on a broad range of topics, including crime, housing and politics.
- Routinely traveled for the National desk to cover significant breaking news stories, such as the explosion of Space Shuttle Columbia and the fatal fire at a Rhode Island nightclub.

Reporter 04/2000 - 04/2002
The Eagle-Tribune Lawrence, Massachusetts

I covered breaking news and crime in the City of Lawrence, the first majority-minority city in New England.

- Winner of the 2001 Sigma Delta Chi Public Service award for the 10-part series "Building Bridges"

NOTABLE PROJECTS

The Fire Line
2013 - 2016 United States

A work of narrative nonfiction, *The Fire Line* tells the story of the only municipal crew of wild land firefighters in the United States, the Granite Mountain Hotshots.

- As the debate on wildfires centers around big questions of policy, politics and development, *The Fire Line* offers a human perspective of the adventures, glories and sacrifices of nineteen men who chose to stay together until the end.
- Winner of the Western Writers of America's 2017 Spur Award for Best Nonfiction Book.

EXPERIENCE

Spring 2005 fellow

01/2005 - 05/2005

[International Reporting Project](#)

Washington,
DC/Bogotá,
Colombia

One of eight journalists selected for a prestigious fellowship hosted by the School of Advanced International Studies at Johns Hopkins University.

- Published a series of stories on the reasons behind the 50% decline in violent crime in Bogotá, once Latin America's most dangerous capital.

EDUCATION

Master of Science (MS), Print Journalism

01/1998 - 12/1999

[Boston University, College of Communications](#)

Bachelor of Applied Science (BASc), Social Communications

01/1995 - 12/1999

[Pontificia Universidade Católica, Rio de Janeiro, Brazil](#)