Hazel Foubert

EDUCATION

Walter Cronkite School of Journalism and Mass Communication, Arizona State University **Phoenix, AZ**
Bachelor's Degree — Journalism and Mass Communication *Expected Fall 2027*
Overall GPA 3.8/4.0

Relevant Courses: Multimedia Journalism, Persuasive Writing, Media Ethics, Non-Narrative Videography, Photojournalism, Survey of the Fashion Industry and Social Media Campaigns, Engagement & Research

Academic Project Experience:

Business Start Up Group Project, Media Ethics Leadership

- Developed and launched a gamified fitness app with four peers
- Oversaw trademark verification and brand image consistency across platforms
- Monitored industry trends and forecasts
- Designed pitch presentation and presented estimated growth over the next 10 years

L'Occitane Brand Analysis and Pitch

- Interpreted retail strategies across global campaigns
- Investigated sale channel, strategy, segments and categories
- Conducted price point comparisons with direct and aspiring competitors
- Collaborated with L'Occitane Scottsdale in examining marketing strategies
- Conceptualized redesigns for popular products

WORK EXPERIENCE

Arizona Public Broadcasting System **Phoenix, AZ**
Promotional Video Editor *August 2025-May 2026*

- Edit promotional video content for television series, ensuring brand and aesthetic consistency
- Manage and maintain broadcast schedules with strong attention to detail and organization

Walter Cronkite Sports Network **Phoenix, AZ**
Photographer *August 2024-Present*

- Shoot and produce coverage of Division I athletics, including wrestling, basketball, soccer and hockey
- Work under tight deadlines to deliver timely, high-quality content in fast-paced environments

Blaze Radio **Phoenix, AZ**
Reporter, Social Media News Director *August 2024-May 2025*

- Hosted a weekly radio show, building on-air presence with an emphasis on thorough preparation
- Photographed and reported on live events, including concerts and Phoenix Fashion Week
- Led social media strategy as Social Media News Director (2024–2025), driving content creation and audience growth

SKILLS

Languages: English (native), Spanish (conversational)
Technical: Proficient in Adobe Lightroom, Adobe Premiere Pro, CapCut, Trend Forecasting, SEO, A/B Testing, AP Style, Content Creation, DSLR and Mirrorless Cameras, Google Suite
Certification: National Academy of Sports Medicine (NASM) Personal Training

INTERESTS

Photography, Fashion, Creative Branding, Music, Theatre, Film, Anime, Weightlifting