

Helga L. Salinas

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As a journalist with a strong background in audience engagement and digital project production, I'm looking for in-depth reporting opportunities to engage with local communities.

Experience

The Seattle Times, Seattle, WA

Social Media Producer (Audience Development),
May 2016-present

- Manage main Facebook page and Twitter feed.
- Use analytics to strategize about sharing stories and producing assets to target audiences, and to increase reach and community engagement.
- Develop [social media strategy](#) for breaking news and [enterprise stories](#) to maintain timeliness and accuracy.
- Implement social media best practices and work with web producers, editors, and reporters to ensure quality of social discussion.
- Write up daily and weekly social media reviews.
- Address sensitive news coverage as a member of the diversity and inclusion task force.

UCLA Student Media, Los Angeles, CA

Journalism Instructor, Oct. 2015-Jan. 2016

Taught an intro to journalism class about digital storytelling and workshops on using social media for sharing stories, building communities, and reporting.

Los Angeles Times, Los Angeles, CA

Social Media Producer (Project), June-Sept. 2015

- Managed main Facebook page, main Twitter feed, main Instagram account, and [Snapchat](#).
- Oversaw social media assets and strategy on Twitter and Tumblr for #EmergingUS, a project on race, immigration, and identity. Live-tweeted and curated social media about race and culture in L.A.
- Enhanced stories with shareable [charts](#) and [graphics](#).
- [Solicited](#) and curated user generated content.

UCLA Student Media, Los Angeles, CA

Advisor to the Newsmagazines, Sept. 2014-Feb. 2015

Advised student newsmagazines that cover the Black, Latino/a, Queer, Feminist, Jewish, Muslim, Asian-American communities on campus and in L.A. about publishing digitally, training and managing staff, building and engaging audiences.

NPR, Washington, D.C.

Visuals Team Intern, June-Aug. 2014

Worked with photographers, editors, developers, and web designers to build a variety of projects that included [Behind the Civil Rights Act](#) and [Demolished](#).

Univision, Miami, FL

Columbia Fellow, June 2013-Mar. 2014

Reported, coded and managed projects for La Huella Digital. Communicated between the newsroom and the developers of Univision Interactive. Visit my website for a full list of projects.

Skills

- Developing stories for web audiences
- Communicating ideas across disciplines
- Adapting stories across media platforms
- Developing social and growth strategy for branded assets
- Conversational in French and Spanish
- **Web:** HTML, CSS, Javascript, GitHub, NPR's News Apps Template
- **Analytics:** Chartbeat, Google Analytics, Facebook Insights, CrowdTangle
- **Social management:** Hootsuite, Buffer

Awards

- ONA15 CNN Diversity Fellow
- Columbia Journalism Master's Thesis featured in Tow Center's Innovation Showcase
- National Association of Hispanic Journalism Scholarship, 2012-13

Affiliations

- Society of Professional Journalists
- National Association of Hispanic Journalists
 - Webmaster for Columbia University Chapter 2012-2013
- Online News Association

Education

- **Columbia University, Graduate School of Journalism**, New York, NY – *M.S. Journalism*
- **UCLA**, Los Angeles, California – *B.A. History and Comparative Literature*