

Helga L. Salinas

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EXPERIENCE

Los Angeles Times, Los Angeles, CA

Social Media Producer (Project)

June-Sept. 2015

Managed Los Angeles Times' main Facebook page, main Twitter feed, main Instagram account, and [Snapchat](#). Responsibilities included overseeing social media assets for #EmergingUS, a collaborative project between the Times and Jose Antonio Vargas on race, immigration, and identity. Conducted market research for the overall social and launch strategy. Live-tweeted and curated social media about race and culture in LA. Enhanced stories [shareable charts](#) and [graphics](#) for both brands. [Solicited](#) and curated user generated content in reaction to LA Times stories.

Tools: HTML, Hootsuite, Chartbuilder, Meme Generator

GOOD Magazine, Los Angeles, CA

Infographics and Data Visualization Editor

Feb.-May 2015

Conceived and designed infographics and data visualization projects across media platforms. Identified opportunities for and oversaw visualizations to accompany editorial and sponsored content. Researched, reported, interviewed sources, and analyzed data for visualizations and infographics.

Tools: Google Spreadsheets for scraping data and making pivot tables.

UCLA Student Media, Los Angeles, CA

Advisor to the Newsmagazines

Sept. 2014-Feb. 2015

Worked with students of UCLA's seven newsmagazines, which cover the Black, Latino/a, Queer, Feminist, Jewish, Muslim, Asian-American communities on campus and in LA, to publish digitally, train and manage staff, build and engage audiences.

National Public Radio (NPR), Washington, DC

Visuals Team Summer Intern

June-August 2014

Worked with a group of photographers, editors, developers, and web designers to produce and build a variety of info graphics. Pair-programmed with developers and web designers on projects that included '[Behind the Civil Rights Act](#),' in collaboration with CodeSwitch, NPR's race and ethnicity desk, and the Society of News Design award-winning project '[Demolished](#).'

Tools: GitHub, Jinja, Python, LESS, Markdown with NPR Visuals Team's open-sourced News App Template.

Univision Communications Inc., Miami, Florida

Reporter/Developer

June 2013-March 2014

Columbia Fellow. Coded long-form digital stories under the Edward R. Murrow award-winning section "La Huella Digital." Contributed ideas on design and on how to implement these projects into the digital news workflow. Taught others on how to build a long-form story on Univision's CMS, communicated between the newsroom and the developers of Univision Interactive. Also published stories on Fusion (ABC-Univision joint venture). [See my website for a full list of projects and stories.](#)

Tools: HTML, CSS, JavaScript, JQuery, Isotope, U.S. Map JQuery Plugin, Leaflet JS, Timeline JS.

SKILLS

- Developing stories for the web
- Communicating ideas across disciplines
- Conversational in French and Spanish
- Realtime verification of user-generated content
- Adapting stories across media platforms
- Developing interactive story components
- Developing social and growth strategy for branded assets

EDUCATION

Columbia University, Graduate School of Journalism, New York, New York—M.S.

May 2013

Focused on digital media with coursework in data visualization and news web design. Built a static webpage for my Masters Thesis about the undocumented student movement, "[Undocumented and Unafraid: #11Million Dreams](#)."

Tools: HTML, CSS, MediaQueries, JavaScript, jQuery, Python, Google Fusion Tables & Charts, using CSV and JSON files.

UCLA, Los Angeles, California—B.A. History and Comparative Literature

June 2012

Honors thesis, "Empowerment through Alternative Student Media: The Establishment of the Newsmagazines at UCLA from 1968 to 1990."

AWARDS & AFFILIATIONS

[ONA15 CNN Diversity Fellow](#); Columbia Journalism Master's Thesis featured in Tow Center's Innovation Showcase; National Association of Hispanic Journalists Scholarship, 2012-13; La Gente's Fall 2010 "Immigration Issue," 2011 Region 11 Mark of Excellence for Best Student Magazine at a four-year College/University by the Society of Professional Journalists

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