

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

ProPublica Illinois, Chicago, IL

Engagement Reporting Fellow, June 2018-Dec. 2018

- Defined the ProPublica Illinois voice on social media and in the weekly newsletter.
- Streamlined newsletter production by formalizing editing schedule and topics. **Doubled ProPublica Illinois' social reach.**
- Worked with reporters on investigative projects to identify communities and audiences, find ways to reach them and involve them in reporting. For example, [Driven into Debt's The Ticket Trap](#) and [Facebook group](#).

The Seattle Times, Seattle, WA

Social Media Producer, 2016-2018

- Managed main Facebook page and Twitter feed.
- Used analytics to strategize about sharing stories and producing assets to target audiences and increase reach/community engagement.
- Developed social media strategy for breaking news and [enterprise stories](#) to maintain timeliness and accuracy.
- Implemented social media best practices and worked with web producers, editors, and reporters to ensure quality of social discussion.
- Wrote up daily and weekly social media reviews.
- Addressed 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 digital storytelling. Led workshops on using social media for journalism.

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. 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, Latinx, Queer, Feminist, Jewish, Muslim, Asian-American communities on campus and in L.A. about digital publishing, training/managing staff, building/ 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. For example, [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.

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 & Affiliations

- ONA15 CNN Diversity Fellow
- NAHJ Journalism Scholarship, 2012-13
- Online News Association
- NAHJ

Education

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