Helga L. Salinas

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EXPERIENCE

The Seattle Times, Seattle, WA
Social Media Producer, Audience Development   **May 2016-present**

Manage The Seattle Times Facebook page and Twitter feed. Use analytics to make decisions about sharing stories, producing assets, and community engagement. Develop social media strategy for breaking news and enterprise stories. Implement social media best practices and train web producers, editors, and reporters. Write up weekly and monthly social media reviews.

Tools: Google Analytics, Buffer, RivalIQ, Chartbeat, Facebook Insights

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 with 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

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

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