

# 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

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**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 and producing assets 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 train web producers, editors, and reporters to ensure quality of social discussion.
- Write up daily and weekly social media reviews.

**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 L.A. Times' main Facebook page, main Twitter feed, main Instagram account, and Snapchat.
- Oversaw social media assets and strategy 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

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- Developing stories for web
- 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, Google Trends
- **Social management:** Hootsuite, Buffer

## Awards

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- 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

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

## Education

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