

Martin Bedoya

About Me

Full Stack Web Developer with 10 years of experience in communications. Currently studying coding at SMU. Experience as producer and news director in media organizations; with emphasis in crisis management, public engagement and market analysis.

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Timeline

Full Stack Web Development student – Southern Methodist Univ. (07/21 > Present)

- Participating in 24-month coding program.
- Browser Based technologies: HTML/CSS, JavaScript/JQuery, Bootstrap, Local Storage.
- Server Side Development: Node.js.
- API Design: API, JSON, AJAX.
- Deployment and Delivery: Git, Github.

Sr. Producer – Telemundo 39 (09/16 > Present)

- Content selection, crew management, and content promotions in broadcast, social media and web.
- Handle crisis management and oversee legal implications of content
- Create, write, execute and manage newscasts and special projects.
- Accomplishments:
 - * Market leaders (Nielsen ratings) at 4p, 4:30 and 5p; and historic numbers for station multiple times.
 - * Various Emmy Awards for breaking news coverage, best newscast, etc.

TV Producer – Telemundo Houston (05/15 > 09/16)

- Create, execute and manage news and web content (articles, galleries, videos).
- Supervise group of reporters, anchors, photographers, assignment desk editors and other key personnel.
- Handle crisis management and monitor execution of special projects on the field.
- Accomplishments:
 - * Increased ratings in 10pm prime time show and weekend shows. 10pm show was the most watched.
 - * Various special projects recognized with Emmy awards.

News Director – Tyler Media (07/13 > 05/15)

- Manage news department, activities and supervise all personnel. Also, recruit and hire talent.
- Supervise creative services for news and marketing purposes; research trends and manage content on-air, social media and web.
- Prepare and conduct presentations, including talking points; and documents and develop marketing plans and serve as a contact for station's external communications.
- Implement public information programs with other local organizations. Also, establish and maintain good relations with various organizations, school districts and local government agencies.
- Accomplishments:
 - * Launched weekend shows, and launched news app and website.
 - * Created first meteorological unit for Spanish speakers.

Senior News Producer – Tyler Media (03/12 > 07/13)

- Select content, create graphics and write content.
- Promote content on air, radio and social media
- Serve as leader of the news production team to ensure smooth composition and flow of live production.
- Check content for accuracy, fairness, and grammar.
- Handle crisis management

Teaching Assistant – University of Oklahoma (07/11 > 07/13)

- Assist in the broadcast journalism program by helping manage student-run newscast.
- Hold daily meetings with journalism students to help them develop idea.
- Assist students with questions regarding techniques and tools to turn their ideas into stories for on-air and web use.
- Be a mentor for students and influence them positively in their career path.

Producer – Griffin Communications (12/10 > 03/12)

- Select content, build rundown and create graphics.
- Write stories and check for accuracy and grammar.
- Coordinate with assignment desk and executive producer.
- Run assignment desk
- Handle crisis management

Education

Certificate in Full Stack Web Development – Southern Methodist University (2021)

Bachelor's in liberal arts, Communications – Univ. of Central Oklahoma (2010)

Master of Arts, Media Management – Univ. of Oklahoma (2012)

Awards

Lone Star Emmy Awards in various categories including breaking news and news excellence (2016, 2017, 2018, 2019, 2020)

Cimarron Alliance Excellence Award (2013)

Heartland Emmy for best morning newscast (2012)

Affiliations

National Association of Hispanic Journalists

Lone Star Emmy Chapter

Languages

Bilingual: English/Spanish

References

Ramon Diaz – Telemundo 39 News Anchor: 817-475-0731

Nancy Leal – Telemundo 39 News Anchor: 817-360-7793

Ubaldo Martinez – Telemundo Houston Sports Anchor: 405-314-0604