



NATASHA
VICENS

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SKILLS

HTML/CSS/JS
Adobe Creative Suite
Command Line
Python
Amazon Web Services
Microsoft Excel
Mailchimp
Google Analytics

EDUCATION

Arizona State University,
Walter Cronkite School of
Journalism - *Masters of
Mass Communication*

Eastern Michigan University
*Bachelor of Science - Film
Studies*

MEMBERSHIP

Asian American Journalists
Association (AAJA)

Investigative Reporters
and Editors (IRE & NICAR)

EXPERIENCE

Jan. 2017 -
present

INTERACTIVES & DESIGN EDITOR - PUBLICSOURCE

- Design and develop off-CMS project microsites for in-depth projects and series while maintaining their server infrastructure on AWS.
- Manage publicsource.org Wordpress site.
- Create alternate storytelling formats including single story page templates, quizzes, maps, infographics and data visualizations to bolster stories.
- Design marketing and branding materials to promote PublicSource's journalism across the Pittsburgh region, its fundraising efforts and events.
- Create and lead strategy for custom social media visuals.
- Design newsletter templates for the news outlet and its reporting initiatives.
- Work with illustrators and designers on illustrations for stories and projects.

Dec. 2015 -
Jan. 2017

WEB DEVELOPER - PUBLICSOURCE

- Led the redesign for the new publicsource.org website and coordinated a team of developers on the migration from Drupal to Wordpress.
- Designed/developed off-CMS project microsites.
- Prepped story web packages for publication.
- Created republishing packages for media partners.
- Created infographics, data visualizations and helped reporters with data analysis.

Jan. 2013 -
Dec. 2015

ENVIRONMENT & ENERGY REPORTER - PUBLICSOURCE

- Reported in-depth and investigative stories on how the energy industry affects the environment and people's lives in Southwestern Pennsylvania.
- Received a \$15,000 grant to produce a sensors project tracking air quality near a fracking pad.
- Wrote daily posts for the PublicSource on the environment/energy beat.
- Produced video and audio to bolster story packages.
- Identified and analyzed data to include in stories and built data visualizations.
- Helped run the news outlet's social media accounts.

Aug. 2011 -
May 2013

DIGITAL REPORTER - CRONKITE NEWS SERVICE

- Produced stories about immigration, voting rights, LGBTQ issues and the 2012 presidential election distributed locally in Arizona and nationally.
- Covered the 2012 Democratic National Convention in Charlotte, N.C.
- Parsed data and built data visualizations on the multimedia desk.

Jan. 2012 -
Oct. 2012

REPORTER, ETHICS & EXCELLENCE IN JOURNALISM FELLOW

- Researched & wrote the lead story for the overall News21 project where we compiled one of the most exhaustive databases of election fraud cases in the nation. The project generated millions of pageviews on major national news sites including The Washington Post and the Center for Public Integrity.
- Wrote an in-depth story about poll watchers who used intimidation tactics in black neighborhoods across the U.S. during the 2012 presidential election.