

# Maite Fernández

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*I'm a bilingual digital strategist and editorial project manager with a passion for coding.*

## **Work experience:**

**June 2014 – Present: Communications Director for ICFJ, a non-profit committed to shape the future of global journalism.**

- I am responsible for redefining the digital strategy of the organization. I provided training to staffers on social media best practices, created a digital outreach campaign celebrating ICFJ's 30-year anniversary and other editorial projects, oversaw the creation of a new design identity for the organization, and reached the highest web traffic in ICFJ's history by improving content workflow and by revamping our social media strategy.
- I successfully led social media campaigns --such as Giving Tuesday and ICFJ's 30-year anniversary Awards Dinner-- that extended the organization's outreach and helped with its fundraising efforts. I increased ICFJ's profile by establishing content partnerships with The Huffington Post and the Columbia Journalism Review.

**Sept. 2012– May 2014: Managing Editor for IJNet.org, a website produced in seven languages by ICFJ that helps professional and aspiring journalists find training and improve their skills.**

- I coordinated the work of a 12-people team, among them six foreign language editors; I prepared grant proposals and reports; edited and translated content from Spanish to English and vice versa; blogged about tech tools for journalists, mobile and data journalism.
- During this period, the number of unique users increased by 71 percent and sessions increased by more than 30 percent.
- Improved ICFJ's technology capacity by overseeing the migration of its three websites. I researched for vendors, prepared RFPs, evaluated proposals and coordinated the server migration.
- Led IJNet's redesign, upgrading the CMS to Drupal 7 and implementing a responsive, user-friendly design.

**June 2011 – Sept. 2012: IJNet Spanish Editor**

- Translated, edited, and published stories from English to Spanish; prepared and edited a weekly newsletter and oversaw its social media accounts.

**2006 – 2010: Reporter at Observa.com.uy and El Observador newspaper based in Uruguay**

- As a correspondent for El Observador newspaper, Uruguay's second largest national daily newspaper in readership, I covered news from the United States, including President Obama's first inauguration and the visit of the Uruguayan President Tabaré Vázquez to the U.S. Before that, I covered Montevideo's mayor and worked at El Observador's website as a reporter and web producer.

## **Education:**

- **Front-End Web Development course – General Assembly.** July – Sept. 2015.

- **Master of Journalism – Multimedia Journalism.** Philip Merrill College of Journalism, University of Maryland, College Park. Recipient of the Merrill Fellowship, 2010 – 2011.
- **Bachelor's degree in Journalism - ORT University, Uruguay.** Wrote research thesis on multimedia journalism: "News in Bits: Journalism's New Paradigm."

### **Volunteering:**

- **June 2014 – present:** Co-organizer of Hacks/Hackers DC. We organized more meetups periodically and almost doubled the number of members.
- **Oct. 2013 – Nov. 2013** - Helped translate the Panda Project from Spanish to English. Panda is an open-source data library developed by journalists for newsrooms. <http://pandaproject.net/>.

### **Skills:**

- Languages: Bilingual in English and Spanish. Basic knowledge of Portuguese and Italian.
- Programming: HTML5, CSS3, jQuery, Bootstrap, Python. Familiar with design-thinking methodologies. Experience with Drupal and WordPress.

### **Speaking and Media Training Experience:**

- Led an Intro to Python session at the TechLady Hackathon. August 2015.
- Participated on a panel on data journalism at the World Bank's Open Impact Day, a one day conference that emphasizes the impact of open data initiatives. June 2015.
- Taught an intro to Python class for women as part of the group Hear Me Code. Also volunteered as a teaching assistant in numerous occasions. Aug. 2014 - Jan. 2015.
- Facilitated a design-thinking training camp organized by the Online News Association on ways to improve digital security for journalists. Aug. 2014.
- Led an introductory session on data journalism. Professional Fellows Congress. Oct. 2013.
- Led a session in Spanish on data journalism in Latin America. Universidad ORT, Uruguay. June 2013.

*Member of the Online News Association (ONA), Investigative Reporters and Editors (IRE) and TechLadyMafia.*