

Yolanda Martinez

Email:
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Twitter:
@yoli_martinez

LinkedIn:
<http://www.linkedin.com/in/yolandamartinez2>

Website:
<http://yolimartinez.github.io/>

Skills:

Language: Fluent in Spanish

HTML/CSS, D3, Premier,
Audition, Social Media,
Video, Google Analytics
Chartbeat, Basecamp, GitHub

Affiliations:

National Association of
Hispanic Journalists

Financial Officer
Los Angeles Chapter
December 2012- June 2013

Experience:

Web Intern, New York Times Student Journalism Institute (May 2015)

- Managed social media engagement
- Created a Snapchat story for the main NYTimes account
- Produced custom online packages for enterprise stories
- Used custom CSS to update WordPress site
- Homepage editor

Graduate Student Researcher, UC Berkeley (August 2014 – May 2015).

- Provide assistance to graduate students editing photos and videos
- Train students on the use of social media and WordPress
- Answer student questions when using new video and audio equipment

Web Intern, Los Angeles Times (June 2014 – August 2014)

- Updated the latimes.com homepage
- Created photo galleries
- Updated headlines and added photos and videos to published posts
- Reported on breaking news
- Sent breaking news alerts

Reporter, Oakland North (August 2013 – January 2014)

- Reported on crime and courts in North Oakland
- Live-tweeted and blogged during BART negotiations and strike

Legal News Intern, Louisiana Record (June 2013 – August 2013)

- Wrote 3 to 5 posts a week on cases filed in the Orleans Parish District Court
- Summarized decisions out of the U.S. Court of Appeals for the Fifth Circuit
- Reported on lawsuits filed against a government-owned insurance company and the Department of Natural Resources in Louisiana

KCET.org (January 2011- May 2013)

Associate Web Producer

- Home page editor for KCET.org
- Edited and managed show and episode pages
- Organized, edited and updated show images
- Produced Q&A's and book summaries in support of primetime shows

Community Moderator, Social Media Editor

- Moderated website comments/users
- Managed the Facebook and Twitter pages of KCET, KCET Food, and KCET Departures
- Moderated Facebook and Twitter chats
- Created reports with Google Analytics on social media growth for weekly editorial meetings

Education:

University of California, Berkeley
Masters of Journalism

May 2015

University of California, Irvine
Bachelors of Arts, English

June 2010