

Yolanda Martinez

Contact:

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

Skills:

Language: Fluent in Spanish
HTML/CSS, D3, Premier,
Audition, Social Media,
Video/Audio Editing, Google
Analytics
Chartbeat, Basecamp, GitHub

Affiliations:

National Association of
Hispanic Journalists

Financial Officer
Los Angeles Chapter
December 2012- June 2013

Experience:

Graduate Intern, Investigative Reporting Workshop (June 2015 - July 2015)

- Researched private companies using business, court and property records
- Wrote blog posts summarizing journalism conferences and tools

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
- Wrote custom CSS to update WordPress site
- Homepage editor

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

- Provided assistance to graduate students editing photos and videos
- Trained students on the use of social media and WordPress
- Helped students using new video and audio equipment

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

- Updated the latimes.com homepage using Charbeat analytics
- 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

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
- Wrote Q&As and book summaries in support of primetime shows
- Moderated website comments/users
- Managed the Facebook and Twitter accounts for 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