

Experience:

Yolanda Martinez

Contact:

Email:
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@yoli_martinez

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

Skills:

Language: Fluent in Spanish
HTML/CSS, Premier,
Audition, Social Media,
Video/Audio Editing, Basecamp,
Git, Some JS and Python

Digital Producer, Pew Research Center (January 2016 - Present)

- Update and manage the Pew Hispanic and Pew Social Trends homepages
- Prepare reports for the website, coordinating with researchers, graphics and social to have all assets, text and social promotion ready before release
- Project management for interactives, coordinating tasks, setting up goals and creating a reusable workflow for all projects
- Creating landing pages for special Pew Research Center talks and events
- Use CSS and conditional formatting to make newsletters responsive
- Create weekly traffic reports using Google Analytics and Parsely data
- Assist with various multimedia tasks, such as editing videos and creating promotional gifs for bigger releases

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

Web Producer, KCET.org (January 2011- May 2013)

- 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