

# Helga L. Salinas

@helga\_salinas / helgalivsalinas@gmail.com / helgalivsalinas.com

As a journalist with a strong background in audience engagement and digital project production, I'm looking for in-depth reporting opportunities to engage with local communities.

## Experience

---

**ProPublica Illinois**, Chicago, IL

*Engagement Reporting Fellow, June 2018-Dec. 2018*

- Defined the ProPublica Illinois voice on social media ("useful, assertive, interested"). **Doubled ProPublica Illinois' social reach.**
- Streamlined newsletter production by formalizing editing schedule and topics while also defining newsletter voice.
- Worked with reporters on investigative projects to identify communities and audiences, find ways to reach them and involve them in reporting. For example, I created and maintained the [Facebook group](#) for [Driven into Debt's The Ticket Trap](#).

**The Seattle Times**, Seattle, WA

*Social Media Producer, 2016-2018*

- Managed main Facebook page and Twitter feed.
- Used analytics to strategize about sharing stories and producing assets to target audiences and increase reach/community engagement.
- Developed social media strategy for breaking news and [enterprise stories](#) to maintain timeliness and accuracy.
- Implemented social media best practices and worked with web producers, editors, and reporters to ensure quality of social discussion.
- Wrote up daily and weekly social media reviews.
- Addressed sensitive news coverage as a member of the diversity and inclusion task force.

**UCLA Student Media**, Los Angeles, CA

*Journalism Instructor, Oct. 2015-Jan. 2016*

Taught digital storytelling. Led workshops on using social media for journalism.

**Los Angeles Times**, Los Angeles, CA

*Social Media Producer (Project), June-Sept. 2015*

- Managed main Facebook page, main Twitter feed, main Instagram account, and [Snapchat](#).
- Oversaw social media assets and strategy on Twitter and Tumblr for #EmergingUS, a project on race, immigration, and identity. Curated social media about race and culture in L.A.
- Enhanced stories with [shareable charts](#) and [graphics](#). [Solicited](#) and [curated](#) user generated content.

**UCLA Student Media**, Los Angeles, CA

*Advisor to the Newsmagazines, Sept. 2014-Feb. 2015*

Advised student newsmagazines that cover the Black, Latinx, Queer, Feminist, Jewish, Muslim, Asian-American communities on campus and in L.A. about digital publishing, training/managing staff, building/engaging audiences.

**NPR**, Washington, D.C.

*Visuals Team Intern, June-Aug. 2014*

Worked with photographers, editors, developers, and web designers to build a variety of projects. For example, [Behind the Civil Rights Act](#) and [Demolished](#).

**Univision**, Miami, FL

*Columbia Fellow, June 2013-Mar. 2014*

Reported, coded and managed projects for La Huella Digital. Communicated between the newsroom and the developers of Univision Interactive.

## Skills

---

- Developing stories for web audiences and audience-centered reporting
- Communicating ideas across disciplines
- Adapting stories across media platforms
- Developing social and growth strategy for branded assets
- Conversational in French and Spanish
- **Analytics:** Chartbeat, Google Analytics, Facebook Insights, CrowdTangle
- **Web:** HTML, CSS, Javascript, GitHub, NPR's News Apps Template
- **Social management:** Hootsuite, Buffer, Sprout

## Awards & Affiliations

---

- ONA15 CNN Diversity Fellow
- NAHJ Journalism Scholarship, 2012-13
- Online News Association
- NAHJ

## Education

---

- **Columbia University, Graduate School of Journalism**, New York, NY - M.S. Journalism
- **UCLA**, Los Angeles, CA - B.A. History and Comparative Literature