

Vanessa Martínez

VANESSA-MARTINEZ.COM | VMARTINEZ.CONTACT@GMAIL.COM

Education

Fullerton College

August 2015 - December 2015
Completed a C++ computer science course

Cypress College

August 2014 - December 2015
Completed 12 credits toward an advanced web page design certificate

California State University, Fullerton

Graduated May 2013
B.A. in Communications, emphasis in journalism
B.A. in Spanish

Skills and languages

Fluent in Spanish

Software

Microsoft Office, Adobe Photoshop, Illustrator, InDesign, Premiere Pro and Final Cut Pro, basic knowledge of QGIS

Web

HTML, CSS, JavaScript, jQuery, Python, C++, PHP, WordPress, git, GitHub, Jupyter Notebook

Professional Organizations

- National Association of Hispanic Journalists
- California Chicano News Media Association
 - Board member, 2015 - 2020
- Online News Association
- ASNE
 - 2017 Emerging Leaders Institute
- IRE

DATA AND GRAPHICS JOURNALIST

Los Angeles Times

January 2020 - Present El Segundo, Calif.

- Collaborate with reporters and editors across the newsroom on the design for special projects
- Use code to analyze data and develop graphics, and to tell stories visually

DIGITAL EDITOR

Los Angeles Times

November 2017 - January 2020 El Segundo, Calif.

- Produced and edited the latimes.com homepage
- Sent breaking news alert emails and push notifications
- Collaborated with colleagues on the digital presentation of stories on the homepage and at the story level
- Assisted with testing the in-house CMS and training staff

NEWS PRODUCER

The Seattle Times

April 2016 - November 2017 Seattle, Wash.

- Curated and produced the homepage and other major landing pages on seattletimes.com
- Sent breaking news alerts (email, push notifications, Twitter and Facebook)
- Managed our main social media accounts
- Built interactives and designed digital enterprise stories using HTML, CSS, JavaScript and in-house templates
- Coached colleagues in digital production tools
- Managed a newsroom digital resource guide for producers
- Wrote SEO-friendly headlines and reviewed analytics from Chartbeat and Google Analytics

NEWS DESIGNER / EDITOR

Southern California News Group

July 2013 - April 2016 Monrovia, Calif.

- Led a team of designers through deadlines, breaking news and upcoming projects
- Produced compelling A1 centerpieces shared across SCNG publications
- Designed A1 and news sections for daily newspapers
- Edited articles and wrote headlines
- Monitored wire services and updated articles
- Assisted in the redesign of Impacto, the company's Spanish-language newspaper