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, QGIS

Web
HTML, CSS, JavaScript, Svelte, Python, Git, GitHub, GitLab, Jupyter Notebook, Mapbox, API, AWS, Chartbeat, Google Analytics

Professional Organizations

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

ASSISTANT EDITOR, DATA AND GRAPHICS

Los Angeles Times
July 2023 - Present   El Segundo, Calif.

- Develop and maintain news applications
- Manage projects, including setting priorities, assigning work and defining milestones
- Lead frontend and backend development of 2024 election results pages, including working with the AP's elections API
- Edit content, including graphics, and review code
- Mentor peers, improving coding skills in frontend and backend languages and tools

DATA AND GRAPHICS JOURNALIST

Los Angeles Times
January 2020 - July 2023   El Segundo, Calif.

- Collaborated with reporters and editors across the newsroom on the design for special projects
- Used 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
- 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 (via email, push notifications, Twitter and Facebook)
- Managed our main social media accounts
- Built interactives and designed digital enterprise stories
- Coached colleagues in digital production tools
- Wrote SEO-friendly headlines and reviewed analytics

NEWS DESIGNER / EDITOR

Southern California News Group
July 2013 - April 2016   Monrovia, Calif.

- Designed A1 and news sections for daily newspapers