Maite Fernández

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Work experience:

April 2017 – Present: Audience Engagement Strategist, CQ Roll Call, a news publication that covers Congress

- I am responsible for redefining the organization's audience engagement strategy. I manage Roll Call's main social media accounts (Facebook and Twitter, which have a combined audience of close to 450,000 followers), produce social media guidelines and analytics reports, and lead Roll Call's email newsletter strategy.

November 2016 – March 2017: Social Media Strategist, Accion, a non-profit dedicated to advance financial inclusion

- Managed Accion's institutional accounts (Facebook, Twitter, Instagram and LinkedIn), provided training to staffers on best practices and created and implemented social media campaigns. Managed email cultivation campaigns and created Accion's Medium publication.

June 2014 – November 2016: Communications Director for the International Center for Journalists (ICFJ), a non-profit committed to shaping the future of global journalism.

- Increased ICFJ's profile by establishing content partnerships with The Huffington Post, Columbia Journalism Review and PBS MediaShift. ICFJ.org also reached its highest web traffic in the organization's history, which I achieved by improving content workflow, revamping our social media strategy and overhauling our quarterly newsletter.

- Provided training to staffers on social media best practices and implemented various social media campaigns.

- Successfully implemented new digital projects such as a mobile app and social media screens during our Awards Dinner, ICFJ's annual fundraising gala, which gathers close to 600 guests from major news organizations and tech companies. Coordinated internal coverage, media relations and our social media coverage during the event. Coordinated the design of all printed materials for the gala as well as visual elements (slides and videos broadcast during the event).

- Led internal projects as part of a committee of staff and board members in charge of promoting innovation within the organization. We implemented the adoption of tools like Slack, aiming to make staff more efficient and to reduce email overload, among other initiatives.

Sept. 2012– May 2014: Managing Editor for IJNet.org, a website produced in seven languages by ICFJ that helps professional and aspiring journalists find training and improve their skills.

- I coordinated the work of a 12-person team, among them six foreign language editors; I prepared grant proposals and reports; edited and translated content from Spanish to English and vice versa; blogged about tech tools for journalists, mobile and data journalism. Increased the number of unique users by 71 percent and the number of sessions by more than 30 percent.

- Led IJNet's website redesign, upgrading the CMS to Drupal 7 and implementing a responsive, user-friendly design. Improved ICFJ's technology capacity by overseeing the migration of its three websites. I researched vendors, prepared RFPs, evaluated proposals and coordinated the server migration.

June 2011 – Sept. 2012: IJNet Spanish Editor

- Translated, edited, and published stories from English to Spanish; prepared and edited a weekly newsletter and oversaw its social media accounts.

2006 – 2010: Reporter at Observa.com.uy and El Observador newspaper based in Uruguay

- As a freelance correspondent for El Observador newspaper, Uruguay's second largest national daily newspaper in readership, I covered news from the United States, including President Obama's first inauguration and the visit of the Uruguayan President Tabaré Vázquez to the U.S. Before that, I covered Montevideo's mayor and worked at El Observador's website as a reporter and web producer.

Freelancing:

- **Nov. 2017 – Present**: Freelance writer for IJNet.org. Wrote about how journalists are fighting fake news and digital innovation case studies.

- **January – June 2016:** Redesigned the institutional website of the IMF-World Bank's International Photographic Society (IPS), implementing a visually appealing and mobile responsive design.

Education:

- **Master of Journalism – Multimedia Journalism.** Philip Merrill College of Journalism, University of Maryland, College Park. **GPA: 3.6. Recipient of the Merrill Fellowship, 2010 – 2011.**

- **Bachelor's degree in Journalism - ORT University, Uruguay.** Wrote research thesis on multimedia journalism: "News in Bits: Journalism's New Paradigm*."*

- **Front-End Web Development course – General Assembly.** July – Sept. 2015.

Volunteering:

- **June 2014 – present:** Co-organizer of Hacks/Hackers DC.

- **January 2016 – May 2016**: Participated in the Online News Association (ONA) 2016 conference program committee.

- **June 2014 – Aug. 2014:** Collaborated on the "Manual de Periodismo de Datos Iberoamericano," writing a chapter about data journalism in Uruguay. http://manual.periodismodedatos.org/

- **Oct. 2013 – Nov. 2013 -** Helped translate the Panda Project from Spanish to English. Panda is an open-source data library developed by journalists for newsrooms. http://pandaproject.net/

Skills:

- Languages: Bilingual in English and Spanish. Basic knowledge of Portuguese and Italian.

- Programming: HTML5, CSS3, jQuery, beginner JavaScript, Bootstrap, Python. Familiar with design-thinking methodologies. Experience with Drupal and WordPress.