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Experience

Assistant Professor of Professional Practice

USC Annenberg School for Communication & Journalism – Jul 09 to present

Among the first full-time faculty charged with revamping the school's curriculum and advancing the instruction of Web journalism for both the graduate and undergraduate level. A contributor in shaping the school's technological direction. Instructor for News21, a Carnegie-Knight initiative.

Contributor/Blogger

Online Journalism Review – Jul 09 to present

Write commentaries about online journalism, including interviews with entrepreneurial journalists; defining Online Journalism; crafting Web Journalism's rules of tech engagement; exploring Real-time reporting; and reviewing technologies for journalists.

Co-creator of #WJCHAT

Feb 10 to present

Created a chat about Web journalism held on Twitter using the hashtag #wjchat. Lead organizer of the weekly conversations with guests from across the Web journalism industry.

Director of Development

The Seattle Times – May 08 to Jul 09

As part of senior management, shaped and executed the vision for the site and company. Led a dedicated team of engineers and designers in research and development focusing on creating innovative tools and applications for both staff and readers. Projects managed include taxonomy, site-wide commenting, mobile edition site, MtN: World Edition and 2008 election coverage.

Senior Producer / News

The Seattle Times – Mar 07 to May 08

Managed a diverse team focused on news (local, nation, world and business) online - including daily production, breaking news and special projects. Oversaw workflow infrastructure and site development, worked closely with every department to transition to Web and taught multimedia storytelling techniques.

News Producer

The Seattle Times – Nov 02 to present

Charged with focusing on the homepage, changed the newsroom's culture by updating the site with latest staff-generated news. Special projects include: 2004 Presidential Election, Conflict in Iraq, Mount St. Helens, Columbia Disaster. Brought audio and video elements to daily content without vendor software.

Web Producer

San Francisco Chronicle/SF Gate – Nov 00 to Dec 01

Photo editor and designer for the Bay Area's premier Web portal. Focused primarily on Chronicle-based specials and the Day in Pictures column. Special projects include: AIDS at 20.

Web Director

News Watch – Aug 00 to Dec 01

Designed, developed and maintained the media watchdog's Web site. News Watch is a non-profit organization focused on educating and diversifying the journalism industry.

Online Editor

Hearst-owned San Francisco Examiner – Nov 99 to Nov 00

As a member of a 7-person team, helped develop and design eXaminer.com, as well as edit daily content. Special projects: Dying Young, Reflections and Bay to Breakers.

Awards, Skills & More

Creator of award-winning student Web site: In first semester, created a class project (<http://onjefferson.uscannenberg.org>) that lead to winning USC Annenberg's first Hearst award for multimedia.

Speaker at several events: 2009 keynote speaker at California Chicano News Media Association conference; 2009 keynote speaker for High School Journalism Day at USC Annenberg; presenter at #140confla 2010; instructor for ONA's Gannett Foundation-funded training; multimedia instructor for Instituto de las Americas; guest presenter at several conferences and training sessions, including NAHJ, AAJA, ALMA/AAJAz.

Attended Multimedia Workshops: CNN's inaugural Digital Media Workshop workshop; Poynter's Leadership for New Managers through a National Association of Minority Media Executives scholarship; Western Knight Center for Specialized Journalism Fellowship's bootcamp at UC Berkeley, focused on multimedia reporting and convergence; SXSWi 2009.

Lifetime and former board member of NAHJ: Served as Online Officer At-Large for three years; Co-program chair for conference; Organized New Media workshops for three conferences; ran student online project for more than 5 years; alumni of several student projects.

Diversity/student programs: Participant in a variety of projects and programs including, NAHJ's Latino Reporter (print), ASNE Student Reporter (print) and Unity Journalists mentor program.

Joel Garcia Memorial Scholarship: Recipient of California Chicano News Media Association scholarship (2000).

Freelance Designer: Created Web sites for non- and for-profit events and organizations.

Other skills: Fluent in Spanish. Working with Mac/PC for more than a decade. Master HTML/CSS developer. Advanced user of Adobe Photoshop, Illustrator, Microsoft Word, Excel and more. Experience with photographic techniques, picture editing, and audio/video production.

Education

Universities

San Francisco State University– graduated in 2000

Los Angeles Pierce College

Internships

LatinoLink.com/Latino.com – Aug 99 to Nov 99

Yakima Herald-Republic – June 99 to July 99