

REBECCA SALINAS

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rebeccasalinas.com

EXPERIENCE

Homepage editor — *San Antonio Express-News*

SEPTEMBER 2016 - PRESENT

- Manages ExpressNews.com and mySA.com homepages simultaneously with the goal of increasing subscriptions and traffic.
- Helped implement programming changes that increased total visits by 62 percent in a year on ExpressNews.com and increased homepage pageviews by 30 percent in a year on mySA.com.
- Packages stories to increase pageviews and recirculation while multitasking with headline curation, writing and editing.
- Collaborates with reporters and editors for story presentation and online experience while analyzing readers' habits.
- Evaluates long-term traffic trends to build budgets.
- Directs mySA.com's external communication, including newsletters, text alerts and desktop notifications.

Digital producer — *San Antonio Express-News*

OCTOBER 2015 - SEPTEMBER 2016

- Packaged a steady stream of interesting content in a way that generated engagement.
- Monitored all forms of social media to find trending stories that would drive traffic.
- Produced quick-hit stories for both homepage and social audiences.

Digital reporter — *San Antonio Express-News*

MAY 2014 - OCTOBER 2015

- Covered a wide range of news, including crime, real estate, border violence and trending topics, for mySA.com.
- Worked with hourly deadlines while producing videos and galleries.
- Ranked as the fifth-most read reporter for mySA.com with over 17 million page views in 2015, while working part-time.

Community/Culture editor — *The Mesquite*

JANUARY 2014 - DECEMBER 2014

- Wrote about economic growth, lifestyle and South Side culture for the student-run online newspaper at Texas A&M-San Antonio.
- Helped manage, copy edit and assign content for a staff of about 20 student reporters and photographers.

Editor — *The Ranger*

JANUARY 2013 - MAY 2013

- Led San Antonio College's weekly student-run newspaper by reporting on district-level officials, copyediting, budgeting content and designing the paper's layout.

SKILLS

News programming

Content management

Headline writing

Social media

SEO

AP style

Basic HTML

Copy editing

Leadership

SOFTWARE

Adobe Photoshop

Adobe InDesign

Wordpress

Videolicious

Microsoft Office

iMovie

EDUCATION

Texas A&M University- San Antonio — Bachelor of Arts

AUGUST 2013 - JULY 2015

Communications-Journalism,
Magna Cum Laude

San Antonio College — Associate of Arts

AUGUST 2010 - MAY 2013

Journalism

AWARDS

Texas Associated Press Managing Editors —

2019

ExpressNews.com, 2nd place
Online newspaper of the year