

FE MARTINEZ

DIGITAL MEDIA MANAGER
AND CURATOR

CONTACT

203.435.8426

MFMARTINEZ@GMAIL.COM

WWW.MFMARTINEZ.ME

SKILLS

- Native proficiency in English and Spanish.
- Social media strategy
- Photoshop, Illustrator, InDesign
- Final Cut Pro, Premiere
- Keynote, Microsoft Word
- Hindenburg
- Trello, Slack
- Photography
- Hootsuite management

REFERENCES

CAROLINA GUERRERO

CEO | NPR'S RADIO AMBULANTE

CAROLINA@RADIOAMBULANTE.ORG

KAREN WALCOTT

OWNER | ALL OF THE THINGS

HELLO@ALLOFTHETHINGSNYC.COM

EDUARDO LAVADO

EDITOR | SOMOS MAGAZINE

ELAVADO@COMERCIO.COM

EXPERIENCE

PROGRAM ASSISTANT / PROJECT MANAGER

NPR'S RADIO AMBULANTE | NYC | SEP 2016 - FEB 2017

- Coordinated the addition of Radio Ambulante to the NPR podcast line-up, making it their first Spanish language podcast. Worked along NPR's marketing, analytics, social media, public relations and programming teams.
- Managed Radio Ambulante's social media accounts in both English and Spanish. Increased the Twitter following in 80%.
- Coordinated and created multimedia content for each episode.

FREELANCE WRITER

SOMOS MAGAZINE | LIMA, PERU | JAN 2015 - ONGOING

- Published interviews with the cast of the movies: Jackie (March 2017) The Sponge Bob Squarepants (January 2015), Annie (December 2015).
- Featured pieces on the Señor de los Milagros devotion and fair in Patterson, New Jersey and the 15-year anniversary of 9/11.

COMMUNICATIONS STRATEGY ADVISOR

ALL OF THE THINGS | NYC | AUG 2016 - ONGOING

- Website development and maintenance.
- Product and event photography.
- Social media consultancy.

TEACHING ASSISTANT

NEW YORK UNIVERSITY | NYC | SEP 2015 - MAY 2016

- 'Introduction to Media Studies,' undergraduate course in NYU-Steinhardt's Department of Media, Culture, and Communication.
- 'Citizenship Culture: Art, Urban Governance and Public Participation,' graduate course offered by NYU-Gallatin School of Individualized Study by Antanas Mockus, former Mayor of Bogotá, Colombia.

DIGITAL CONTENT MANAGER

SOMOS MAGAZINE | LIMA, PERU | JAN 2013 - APR 2014

- Oversaw and managed the digital presence for Somos, Peru's most widely read magazine.
- Advised editors and writers on how best to make the transition from a weekly print magazine to a digital endeavor.
- Produced multimedia content for social media and El Comercio website.
- Coordinated and collaborated with digital and marketing teams of El Comercio newspaper.

RESEARCH ASSISTANT

INSTITUTO DE ESTUDIOS PERUANOS | LIMA, PERU | MAR - NOV 2012

- Conducted fieldwork, interviews, data gathering, and data analysis for the project 'Digital Materials as a Viable Option in Peruvian Schools. Adapting Pedagogical Program 'Reading is Getting Ahead' to a Digital Format.'

EDUCATION

NEW YORK UNIVERSITY | MAY 2016

MA IN MEDIA, CULTURE, AND COMMUNICATION

- Focus on technology and society, and visual culture and cultural studies.

UNIVERSIDAD DE LIMA, PERU | DEC 2011

BA IN COMMUNICATIONS

BROWN UNIVERSITY | 2008

SUMMER PROGRAM - ENGLISH DEPARTMENT