

# robert hernandez

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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, Mapping the News: 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 Mar 07*

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 Designer/Consultant

*La Prensa Gráfica (San Salvador, El Salvador) – Mar 02 to Aug 02*

Led the re-design, improving El Salvador's largest daily newspaper site. Special projects: The 2002 World Cup, George W. Bush visit, Crisis in Venezuela.

### 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 boot camp at UC Berkeley; many others.

**ONA board member:** Elected to serve on the Online News Association board of directors.

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

**Co-program chair of UNITY '12:** Overseeing the entire conference's session.

**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 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 – Summer 99*