

# Krystina Martinez

## SUMMARY

Mid-career communication professional from a journalism and SaaS background who leverages skills across editorial, customer success, and project management to solve problems.

## EXPERIENCE

### Zapier, Dallas, TX (remote) — *Writer, Content Marketing*

MARCH 2020 - PRESENT

- Wrote and edited content focused on automation, product tips, and features for a [mid-sized SaaS automation startup](#) with a blog reach of over 1 million monthly readers.
- Identified and pitched topics to help grow readership, align with company goals, and drive users down the funnel to our product.

### Freelance, Dallas, TX (remote) — *Content Creator*

MARCH 2015 - PRESENT

- Recorded interviews and ambient sound for media outlets such as Minnesota Public Radio, POLITICO, Slate, Gimlet Media, NPR, WNYC, The Economist, Pineapple Street Media.
- Provided copywriting and editorial services for creative agencies and SaaS companies.

### Hearken, Dallas, TX (remote) — *Engagement Strategist & Operations Lead*

JUNE 2018 - JUNE 2019

- As part of the Customer Success team at a [SaaS startup](#) servicing the journalism industry, account manager for 28 organizations helping them implement engaged journalism and tie it to revenue goals.
- Built relationships with client stakeholders and helped launch editorial projects to generate ROI.
- Developed strategic goals with stakeholders and consulted on audience engagement strategies to achieve KPIs.
- Communicated bugs and helped developers with feature development.
- Project-managed a cross-functional team to optimize CRM and create systems to deliver client support.

### KERA (NPR affiliate), Dallas, TX

JULY 2013 - JUNE 2018

#### *Assistant Producer (March 2015 - June 2018)*

#### *Freelance Production Assistant (July 2013 - Feb. 2015)*

- Pitched and selected stories, wrote scripts, and edited audio for the local *Morning Edition* program.
- Booked guests, conducted research, wrote scripts, directed hosts, edited audio, and published digital content for *The Friday Conversation*, a weekly radio segment.
- Reported news stories and features for local and national broadcast.
- Wrote news stories and interactive timelines for KERANews.org.
- Back-up live newscaster for [KERA's](#) drive-time programs and the Texas Station Collaborative, which provides newscasts twice a day to public radio stations across Texas.

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## AWARDS & OPPORTUNITIES

**ASNE Emerging Leaders Institute 2019** - EIJ/NAHJ

**ONA 2018 Student Newsroom:**  
Mentor

**Texas Associated Press Broadcaster Awards 2017:**  
Newscast, first place. [The Texas Impact of SCOTUS Decisions on Affirmative Action, Immigration](#)

**Association of Independents in Radio New Voices Scholar, 2016:**  
Awarded to early-career talent shaping the future of public media.

**Public Radio News Director, Inc. (PRNDI) Award 2016:** Shared with staff for production work on the documentary [Surviving Ebola](#)

**Texas Associated Press Broadcaster Awards 2016:** Shared with staff for production work on the documentary [Surviving Ebola](#)

## CERTIFICATIONS

**Knight Center for Journalism in the Americas:** Product Management for Newsroom Leaders

**HubSpot:** Sales Software Certification

## SOFTWARE PROFICIENCIES

- Adobe Creative Suite
- G Suite
- Microsoft Office Suite
- Zoom, GoToMeeting
- Airtable
- Trello
- CRMs: HubSpot, Salesforce

**NPR, Washington, D.C. — *Weekend Edition Intern***

JANUARY 2013 - APRIL 2013

- Researched long and short-form stories, pitched story ideas for broadcast, pre-interviewed guests, booked studio time, and managed social media for [NPR's Weekend Edition](#) program.
- Also contributed stories to the corporate "This Is NPR" blog and the official NPR Interns Tumblr.

**EDUCATION**

**West Texas A&M University, Canyon, TX — *Bachelor of Arts in Mass Communication, Broadcast Journalism***

GRADUATED DEC. 2012, CUM LAUDE

**PROFESSIONAL ORGANIZATIONS**

- [National Association of Hispanic Journalists](#)
- [Online News Association](#)