

LEONARDO CASTANEDA

San Diego, California | leonardo.cmgp@gmail.com | (619) 370-7207 | leonardocastaneda.me

SKILLS

- Spanish literacy and fluency
- WordPress design, plugins and themes
- Google Analytics
- InDesign, Inkscape, GIMP layout and design
- Data analysis: SQL and Excel
- Data visualization: Tableau, Fusion Tables, Plot.ly
- AP style editing
- Still photography
- Management skills in advertising and editorial
- Economic regression analysis
- Learned government communications, proclamations and casework during six month internship with San Diego Councilmember Marti Emerald

EXPERIENCE

Reporter

August 2014-present

inewssource, San Diego, California

- Report short and medium-term investigative projects for online, radio and TV; using, building and analyzing databases; and requesting public records.
- Creating multimedia elements such as graphics and interactive elements, as well as social media and newsletter campaigns, for investigative and marketing projects.
- Translate and adapt English stories for republication in Spanish, as well as assist with reporting and interviews in Spanish.
- Worked as an investigative assistant from January 2014 to August 2014.

Editor in Chief

May 2013-May 2014

The Daily Aztec, San Diego State University San Diego, California

- Oversaw all business and editorial aspects of a daily online and twice-weekly print publication with approximately 100 paid and unpaid staff members.
- Led editorial refocus on hyper-local, digital-first and mobile content. Shifted production format to prioritize timely online content leading to a 23 percent pageview increase.
- Launched a mobile app for the newspaper and helped create a new social media strategy, resulting in an almost 60 percent increase in Likes in just eight months.
- Increased advertising revenues by approximately 20 percent and reduced costs by approximately 20 percent year over year within the first semester, shifter to an ad agency model of advertising.

Opinion Editor

May 2012-April 2013

The Daily Aztec, San Diego State University, San Diego, California

- Trained and managed a team of 10 columnists for a daily publication.
- Wrote weekly columns plus unsigned editorials. Managed coverage of the 2012 national and local elections.
- Helped design and lay out content at least three times a week.
- Previously senior staff columnist and staff columnist.

EDUCATION

San Diego State University

2010-2014

- Double major: journalism and economics

AFFILIATIONS AND AWARDS

Investigative Reporters & Editors | San Diego Society of Professional Journalists | San Diego Press Club
IRE Minority Development Fellowship | San Diego Press Club Best of show: Radio; Rising Star Award