

Selymar Colón

Journalist and News Executive

selycolon.com

Selymar Colón is an award-winning journalist, founder and editor in chief of Frame ONE Strategies. An organization that designs and implements sustainable multimedia digital strategies for news organizations with a focus on community-based storytelling that represents the multicultural audience with a multiplatform and multiformat approach.

Frame ONE Strategies provides consultancy to newsrooms in Spanish and English with the mission to empower underserved communities with high-quality journalism.

Colón spent the 2019-2020 academic year as a fellow at the Nieman Foundation for Journalism at Harvard where she took courses on leadership with a focus on diverse and inclusive teams and culture, successful business strategies and innovation.

Before her fellowship, she served as editor-in-chief of digital news at Univision, where she built a team of multimedia journalists and drove the network's digital integration.

For more than a decade, Colón has been at the epicenter of multiplatform journalism, engaging Spanish-language audiences and the Hispanic community in the U.S. with trusted news and information. A digital pioneer, Colón championed the use of social media in the newsroom and created the first team of multimedia news producers to incorporate digital-only videos into the company's news strategy.

Colón has produced coverage for one of Hispanic America's most trusted brand, Univision, converging the best of linear television with today's digital storytelling. Coverage includes the 2010 Haiti earthquake, President Barack Obama's second inauguration, one of the first interviews with U.S. Supreme Court Justice Sonia Sotomayor, and the digital special "The Hispanics of the President." Her efforts also contributed to the Univision News team winning awards for its digital coverage of the [Humanitarian Crisis at the U.S.-Mexican](#) border and TV news special "Meet the Candidates."

Colón joined Univision in 2006 working across different roles and going up the ranks -- from serving as producer for Sunday morning show, "Al Punto" hosted by award-winning journalist Jorge Ramos, to serving as director of digital integration and most recently as managing editor and senior director of digital news. She holds an M.S. in Investigative Journalism from Florida International University and a B.A. in Communications and Business from Lynn University.

EXPERIENCE

Frame ONE Strategies | Founder and Editor in chief

June 2020

An organization that designs and implements sustainable multimedia digital strategies for newsrooms with a focus on community-based storytelling that represents the multicultural audience with a multiplatform and multiformat approach.

Frame ONE Strategies provides consultancy to newsrooms in Spanish and English with the mission to empower underserved communities with high-quality journalism.

Frame ONE Strategies will also provide a path forward for:

- Culture change
- Video strategies
- Legacy talent on digital
- Political coverage strategy with a focus on digital, digital video and social media
- Playbooks for special coverage
- How to work with the resources you have and from home
- Mobile Journalism video training

Nieman Foundation for Journalism at Harvard | Fellow

August 2019 - May 2020

Some courses taken:

Maximizing Human Capital and Operational Excellence (*Harvard Kennedy School*)

Mastering Strategy Execution (*Harvard Business School*)

Performing Latinidad (*Latinx Studies - Harvard College*)

Breakthrough Ventures: Effective Business Models in Frontier Markets (*MIT - Sloan School of Management*)

Playful and Social Interaction Design Exploration (*MIT - Game Lab*)

Univision Communications Inc., Miami, FL

June 2018 - August 2019 | **Vice President and Editor in Chief, Digital News**

- Plan and execute the editorial agenda.
- Foster new partnerships and projects with digital platforms and news organizations.
- Partner with the business division to identify existing and new projects to effectively monetize.
- Execute responsibilities of previous role as managing editor & senior director of Digital News.

March 2016 - June 2018 | **Managing Editor and Senior Director, Digital News**

- Integrate and create new video and graphic formats for web and social media to engage and inform audiences across more platforms.
- Diversify the television integration strategy, integrating digital native reporters on linear coverage and television reporters digitally through live and produced social media content.
- Manage and iterate internal workflows and communications across verticals to improve the distribution and cross promotion of content across digital content brands.

- Develop and enhance partnerships with major platforms including Facebook to launch first-time initiatives such Spanish-language news shows on Facebook Watch.
- Oversee the department's budget and day-to-day operation.
- Devise and operate in-house training for digital and television journalists.
- Grow video consumption on Univision platforms; efforts garnered growth by 151% on digital and 757% on social media.
- Partner with the senior leadership team on newsroom operations and coverage strategy.
- Spearheaded video team to garner industry awards and accolades, reinforcing Univision's mission of informing.

March 2013 - March 2016 | **Director, Digital Integration, Noticias Univision**

- Staffed and created a new team of multimedia producers to create video content.
- Developed new workflows to work more efficiently on breaking news and produce more video.
- Increased our video production and video capacity for ad sales.
- Created original short-form video content for UnivisionNoticias.com and other digital properties.
- In tandem with the social media team, executed on-screen integrations and content distribution across various social accounts.
- Partnered with a senior publisher and homepage editor to optimize video placement across the site.

April 2012 - March 2013 | **Senior Producer Al Punto con Jorge Ramos**

- In conjunction with the show's executive producer prioritized content accordingly.
- Worked closely with the digital team to improve Al Punto's digital presence.
- Supervised pre- and post-production of the show.
- Managed the show's social media accounts.
- Scheduled show production and content depending on breaking news.

October 2010 - April 2012 | **Producer Al Punto and Noticias Univision**

- Line produced, supervised pre- and post-production of the show.
- Booked guests and coordinated interview logistics.
- Responsible for providing accurate information and verifying sources.
- Liaised with the production department to meet all technical needs.

October 2010 - 2012 | **Social Media, Noticiero Univision and Al Punto con Jorge Ramos**

- Managed Twitter and Facebook accounts.
- Worked on the social media strategy which resulted in a 300% increase of followers.
- Reported progress and growth of text message initiative and all news department's social media accounts.
- Served as liaison between mobile and news teams to develop the "Noticias Univision" App

February 2009 - October 2010 | **Associate Producer for Al Punto con Jorge Ramos**

- Produced main open for the show.

- Researched segment topics.
- Assisted the show producer in the pre- and post-production and live-to-tape recording.
- Field produced *Al Punto* from Washington, D.C.

June 2010 - July 2010 | **Field producer/assignment editor, FIFA World Cup 2010 coverage**

- Assigned daily stories to news crews in South Africa.
- Coordinated logistics and set up interviews for reporters.
- Communicated daily coverage to national newscast producers in Miami.

May 2010 | **Field producer, Immigration marches coverage**

- Setup live interviews for national newscasts and two-hour special reports live from location.
- Organized crew and supervised stage setup.
- Prepared talent for on-air coverage in coordination with producers in Miami.

January 2010 | **Field producer, Haiti Earthquake**

- Produced one-hour special live from location, daily stories and live shots for national newscast and *Al Punto*.
- Produced an interview with the U.S. President Bill Clinton during his visit to Haiti.
- Arranged news shows stories and planned field coverage for televised fundraiser “Unidos por Haití.”

July 2006 - October 2010 | **Associate Producer**

- Supervised news briefs production and updates as needed.
- Assisted producer in the pre-production of and during the transmission of the live newscast.
- Assumed responsibility to create new graphic elements for the national newscast.
- Trained new associate producers.

AWARDS

Edward R. Murrows, 2019

Festival Gabo, Best Image, 2019

Emmy Award, News and Documentary 2018, 2019.

King of Spain 2014 and 2015.

Spearheaded video team to garner industry accolades including from: World Press Photo, Best Digital Video (2019), Society of News and Design, Hillman Award, The Gracies, Atlanta Photojournalism Award, and Emmy - Suncoast division.

EDUCATION

2019-2020

Fellow, Nieman Foundation for Journalism at Harvard. Some courses taken: *Maximizing Human Capital and Operational Excellence, Mastering Strategy Execution, Performing Latinidad (Latinx*

Studies), Breakthrough Ventures: Effective Business Models in Frontier Markets and Playful and Social Interaction Design Exploration.

April 2017

Harvard Business School Executive Education Driving Digital Strategies

September-December 2013

Smith College Executive Leadership Program

2004 - 2005

Florida International University - MS, Investigative Journalism

2000 - 2004

Lynn University - BA, Communications - Broadcasting and minor in Business

OTHER

Fully bilingual, English and Spanish.

Able to work under pressure and on tight deadlines.

Leadership and managerial skills for projects and teams of more than 60 employees.

Knowledge and expertise of linear and nonlinear formats.

Public speaking at industry events on behalf of the company and news division.