

# Phil Tenser

## Multimedia - Content - Management

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An award-winning digital content creator and strategist with more than a decade of experience in local newsrooms, including eight years as a team manager.



### Experience

#### Digital Media Manager

WCVB-TV WCVB.com *Dec. 2015 - Present*

Leads digital team producing text, photo and video content for website, app and social media. Conceptualizes and produces special coverage for events such as natural gas disaster, EEE outbreak, transportation investigation and sports championships. Uses analytics to inform strategies. Conducts training for social media and digital content tools. Coordinates with other departments on research and strategic goals.

#### Executive Producer of New Media

KMGH-TV DenverChannel.com *Sept. 2012 - Nov. 2015*

Managed digital content team, newsroom training and platform maintenance. Led newsroom strategy on website, app and social media. Crafted coverage plans for death-penalty trial, Super Bowl, wildfires and more.

#### Director of New Media

KKTV-TV KKTV.com *Aug. 2011 - Sept. 2012*

Responsible for daily news content, social media strategy, site redesign and smartphone alert strategy. Part of leadership team for coverage of record-setting wildfire and mass shooting coverage.

#### Web Producer

WSYR-TV 9WSYR.com *Jan. 2009 - Aug. 2011*

Produced text and video content for digital media platforms. Occasional TV line producer.



### Online @

philtenser.com  
twitter.com/pstenser  
instagram.com/pstenser  
wcvb.com  
facebook.com/wcvb5  
instagram.com/wcvb5  
twitter.com/wcvb



### Skills

Adobe CC  
AP-style writing  
Audio editing  
Audience outreach  
Content strategy  
Data analytics  
Hiring  
Media planning  
Photography  
SEO  
Social media  
Team management  
Video editing  
Videography  
Wordpress  
Website CMS



### Awards

National RTDNA Edward R. Murrow Award x1  
Regional RTDNA Edward R. Murrow Award x6  
National Headliner Award x2  
Colorado Broadcasters Association x4  
Associated Press Regional Awards x4  
Syracuse Press Club x1



### Mentorship

Intern coordinator: WCVB, KMGH, KKTV  
Mentor: ONA Student Newsroom & Innovation Lab, 2018  
Team/social lead: ONA Student Newsroom & Innovation Lab, 2019  
Guest Lectures: Suffolk University, Boston University, Denver University  
Panelist or moderator: University of Denver, University of Colorado



### Education

Syracuse University  
BA: Broadcast Journalism  
BA: Philosophy  
Cum Laude, 2009  
News21 Fellow  
Multimedia journalism fellowship, 2009  
NBC Olympics  
Intern, 2008