

PHIL TENSER

digital - social - news - leadership - mentoring

315-350-8088 PhilTenser.com pst@philtenser.com

An award-winning content creator with 14 years of experience producing digital storytelling and cross-platform experiences. An experienced team leader with a record of training others.



Experience

Digital Media Manager

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

Leads team producing daily text, photo, video and interactive content for website, app and social media. Plans and produces special coverage for events such as Boston Marathon, COVID-19 pandemic, natural gas disaster, MBTA trouble, sports championships. Uses analytics to inform storytelling and engagement strategies. Conducts training for social media and digital content tools. Coordinates with other departments on research and strategic goals. Sets staff schedules.

Graduated Hearst Inclusion Training Program for managers.
Participated in Hearst mentoring programs.

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 Aurora theater shooting death-penalty trial, Super Bowl, wildfires and more.

Founding member of ONA Rocky Mountains.
Graduated Scripps management training program.

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 Aurora theater shooting coverage and non-stop coverage of Waldo Canyon Fire.

Web Producer

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

Produced text and video content for digital media platforms. Produced, shot and edited digital news update videos. 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

Digital content strategy
Website CMS
Social media
Adobe Creative Cloud
Photoshop & Premiere
AP-style writing
Infographics
SEO
Push notification strategy
Data analytics
Hiring & training
Public speaking
Photography, videography & editing
Team management
Scheduling
MS Office, Apple iWork, Google Drive

Awards

National RTDNA Edward R. Murrow Award x1
Regional RTDNA Edward R. Murrow Award x10
National Headliner Award x3
Colorado Broadcasters Association x4
APRegional Awards x4
Syracuse Press Club x1

Mentorship

Intern coordinator: WCVB, KMGH, KKTV
Mentor: ONA Student Newsroom & Innovation Lab, 2018; HTV program 2023
Team/social lead: ONA Student Newsroom & Innovation Lab, 2019 & 2021
Guest Lectures: Suffolk University, Boston University, University of Denver
Panelist or moderator: University of Denver, University of Colorado, ONA Rocky Mountains

Education

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