

# PHIL TENSER

digital - social - news - leadership - mentoring

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



## 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 controversies and 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. Volunteered in annual Hearst mentoring programs.

### Executive Producer of New Media

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

Led digital content team, newsroom training and platform maintenance. Built 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 historic 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 and creation  
Website and app 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**

**AP Regional 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



## Education

### Syracuse University

BA: Broadcast Journalism

BA: Philosophy

*Cum Laude*, 2009

### News21 Fellow

Multimedia journalism fellowship, 2009

### Kneeland Project

Fellowship, fall 2023

### NBC Olympics

Intern, 2008