



# PHIL/TENSER



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## Experience

### Digital Content Manager

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

Leads 6-person core team and digital content oversight for full 125-person newsroom producing daily text, photo, video and interactive material for website, app and social media. Champions development of AI tools and training. Uses analytics to inform strategies and strategic goals in coordination with TV, sales and creative services. Hiring manager for digital staff and newsroom interns. Conducts training for social media and digital tools. Sets staff schedules. Oversaw Murrow-winning experimental digital video fellowship.

Graduated "Hearst Producer Academy: Master Class" & Inclusion Training. Volunteered in 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, push alerts 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*

Created text and video content for digital media platforms. Produced, shot and edited digital news update videos. Occasional TV line producer.

## Online @



philtenser.com  
linkedin.com/in/pstenser/  
wcvb.com  
youtube.com/@wcvb  
[facebook.com/wcvb5](https://www.facebook.com/wcvb5)  
instagram.com/wcvb5  
tiktok.com/@5wcvb

## Skills



News leadership  
Multi-platform storytelling  
Team management  
Staff training  
Scheduling  
Strategic planning  
AP style writing  
Digital content  
SEO  
Multi-platform storytelling  
Audience analytics  
Social listening  
AI prompts & integration  
Data journalism  
Weather storytelling  
Interviewing & hiring  
ENPS, MediaOS,  
UpLynk, Google,  
YouTube, Adobe & Office

## Awards

**National RTDNA Edward R. Murrow Award** x1

**Regional RTDNA Edward R. Murrow Award** x11

**National Headliner 1st place** x4

**Mass. Broadcasters Assoc.** x1

**Colo. Broadcasters Assoc.** x4

**AP Regional Awards** x4

**Syracuse Press Club** x1

## Mentorship



**Intern coordinator:** WCVB, KMGH, KKTV

**Mentor:** ONA Student Newsroom & Innovation Lab, 2018; Hearst programs

**Team/social lead:** ONA Student Newsroom & Innovation Lab, 2019 & 2021

**Guest Lectures:** Suffolk University, Boston University, University of Denver

**Panelist or moderator:** Northeastern's RLTVN conference, University of Denver, University of Colorado, ONA Rocky Mountains

## Education



**Syracuse University**

BA: Broadcast Journalism

BA: Philosophy

*Cum Laude*, 2009

**Kneeland Project**

Fellowship, fall 2023

**News21 Fellow**

Multimedia journalism Fellowship, 2009

**NBC Olympics**

Intern, 2008