



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. 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.

Champions development of AI tools and training. Created solutions, including Hearst Television's Social Graphics Studio, forecast optimization assistant, automated court and business monitors and YouTube analytics.

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 KKTU-TV KKTU.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 *Sept. 2009 - Aug. 2011*

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

Awards

National RTDNA Edward R. Murrow Award x1

Regional RTDNA Edward R. Murrow Award x12

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, KKTU

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

ONA: Student Newsroom volunteer 2018 and social lead 2019 & 2021. Founding member of ONA Rocky Mountains.

Skills

Digital content, AP style, SEO, AEO, multi-platform strategy, scheduling, hiring, interviewing, staff training, social listening, analytics, AI prompts, vibe coding, data journalism, weather storytelling, ENPS, Google, YouTube, Adobe, Office

Education

Syracuse University *Cum Laude, 2009*

Dual-BA: Broadcast Journalism and Philosophy

Kneeland Project *Fellowship, fall 2023*

News21 Multimedia Journalism Fellow 2009

NBC Olympics Intern 2008

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