



Gina Dvorak.

Contact || 760-219-7736 • gnadv.me@gmail.com • @GNAdv • hireGNAdv.com

Skills.

Digital strategy incl: Live video incl. OTT • Mobile incl. push alerts • Social media incl. Facebook + Live, Instagram, Twitter, etc.
Project mgmt • SMM/SEM • Adobe CS • CMS & app mgmt • Google/MS apps • Photo/video • Writing/editing • Illustration/design

Experience.

Digital Director || KMTV 3 News Now • October 2017

Execute/troubleshoot new KMTV website rollout. Work with corporate digital staff to troubleshoot/fix/improve digital platforms. Write/implement digital strategies — including livestreaming on and posting to OTT, structured content posting, push alerts, and social media — for all local coverage, from breaking news to special events and reports. Monitor/report on digital analytics, adjusting strategies to increase key metrics. Monitor messages/comments made on branded social media accounts. Mentor station's digital leaders and coach others struggling with digital progress. Post/edit/update news stories on the website, augmenting posts with interactives to increase reader engagement and maximize SEO.

Managing Real-Time Editor || KMTV 3 News Now • June 2017

Post/edit/update news stories on the KMTV website, augmenting web posts with interactives to increase quality and reader engagement and maximize SEO. Monitor and report on digital analytics, adjust strategies to increase key metrics. Monitor messages and comments made on branded social media accounts. Write/execute digital strategies for special projects coverage, like the 2017 Eclipse. Deploy reporters/photographers/MMJs to breaking news scenes and guide coverage. Talk with potential sources to determine whether a tip warrants further investigation or coverage. Interact with viewers via phone, email, or social messaging to answer questions, obtain news tips, or hear out opinions about our coverage. Assist producers with tracking down accurate/verifiable information on deadline.

Communications Specialist || Omaha Conservatory of Music • August 2014

Manage deployment of new website, building out sections and writing/updating content for entire site. Initiate/manage organization's use of Google Apps, including deployment and staff training. Manage, expand, and monitor analytics for branded social media accounts. Write official branded marketing emails, managing/segmenting an e-mailing database. Secure/manage advertising, conceptualizing campaigns and overseeing production. Conceptualize/write fundraising campaigns for web and social media. Art direct all marketing pieces; write copy and gathered imagery; and managed production, editing and publishing, seeking bids, and working with vendors. Create/maintain intranet. Write/edit press releases and other promotional copy. Serve as photographer, videographer, and IT/tech support, troubleshooting hardware, software, apps, and back-end management.

Emerging Platforms Director || Los Angeles News Group • Fall 2013

Manage team responsible for mobile, social media, and interactive projects across nine newsrooms in the greater-Los Angeles area. Configure, monitor, and report on analytics for 27 mobile apps and 45 social media accounts, adjusting mobile and social strategies to align with newsroom and company goals. Work with regional and corporate leaders and developers to catalog and test integrations on mobile and online platforms. Assist mobile app developer with QA during branded app building, rollout, and troubleshooting. Maintain/analyze social media and push-alert schedules and strategies for daily, breaking, and enterprise news coverage. Train personnel in multiple newsrooms to administrate apps, including push-alerts; and on social media best practices. Work with developer from national team to conceptualize/QA large-scale data-viz project for local in-depth enterprise project.

News Digital Director || Los Angeles News Group • 2013

Multimedia Editor || Inland Empire News Group • 2010

Design Editor || The Sun and Inland Valley Daily Bulletin • 2005

Education.

University of Nebraska-Lincoln || Bachelor's degree in journalism • 1998