



# Gina Dvorak.

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## Expertise.

**Digital strategy:** Live-streaming + OTT • Mobile + push alerts • Real-time event coverage

**Social media:** Facebook • Facebook Live • Instagram • Twitter • SMM/SEM

**Additional:** Project mgmt • Adobe CS • CMS & app mgmt • Google/MS apps • Photo/video • Writing/editing • Illustration/design

## Experience.

### KMTV 3 News Now

#### DIGITAL DIRECTOR • OCTOBER 2017

- Execute/troubleshoot new KMTV website rollout.
- Work with corporate digital staff to troubleshoot/fix/improve digital platforms.
- Write/implement digital strategies — including live-streaming, structured content posting, push alerts, social media — for all local coverage.
- Post/edit/update news stories on website, maximizing SEO and augmenting web posts with interactives.
- Monitor and report on digital analytics, adjust strategies to increase key metrics.
- Monitor messages and 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 KMTV website, maximizing SEO and augmenting web posts with interactives.

#### MANAGING REAL-TIME EDITOR • JUNE 2017

- Post/edit/update news stories on the KMTV website, maximizing SEO and augmenting web posts with interactives.
- 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.
- Assist producers with tracking down accurate/verifiable information on deadline.

### Omaha Conservatory of Music

#### COMMUNICATIONS SPECIALIST • AUGUST 2014

- Deploy new website, writing/organizing new promotional content and restructuring site according to organizational priorities.
- Conceptualize/write fundraising campaigns for print, incl. executive summaries, brochures, programs; and digital, incl. social media and e-mail.
- Create/maintain intranet; initiate/manage organization's use of Google Apps, including deployment and staff training; serve as on-site IT support.
- Write/edit press releases and blog posts.
- Write official branded marketing emails, managing/segmenting an e-mailing database.
- Secure/manage advertising, conceptualizing campaigns and overseeing production.
- Art direct all marketing pieces; write all marketing copy and gather necessary imagery; manage production, editing and publishing.
- Seek bids for outsourced design/production, and work with vendors.

### Los Angeles News Group

#### EMERGING PLATFORMS DIRECTOR • FALL 2013

- Manage team responsible for web posting, mobile, social media, and interactive projects for nine newsrooms in the greater-Los Angeles area.
- Work with regional and corporate leaders and developers to catalog and test integrations on mobile and online platforms.
- Work with developer from national team to conceptualize/QA large-scale data-viz/interactives for local in-depth enterprise project.
- Write/implement mobile/social strategies to align with newsroom/company goals.
- Configure/monitor/report on analytics for 27 mobile apps and 45 social media accounts.
- Maintain/analyze social media and push-alert schedules and strategies for daily, breaking, and enterprise news coverage.

#### NEWS DIGITAL DIRECTOR • 2013

- Manage team responsible for web posting, mobile, social media, and interactive projects for nine newsrooms in the greater-Los Angeles area.

#### MULTIMEDIA EDITOR • 2010

#### DESIGN EDITOR • 2005

## Education.

University of Nebraska-Lincoln || Bachelor of Journalism || News-Editorial • 1998