



Gina Dvorak.

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

Expertise.

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

Social media: Facebook • Facebook Live • Instagram • Twitter • Snapchat • SMM

Additional: Project management • CMS & app management • SEO/SEM • Adobe CS • Google/MS apps • Photo/video • Editing • Design

Experience.

WOWT 6 News

DIGITAL DIRECTOR • DEC 2018-PRESENT

- Manage branded news/weather apps and social media accounts.
- Manage digital staff workflows, work product, and schedules.
- Monitor digital analytics and use data to drive local strategies.
- Write digital strategies for planned and real-time news, sports, and weather coverage and guide staff execution.
- Recommend digital priorities for the station and monitor progress through metrics.
- Guide digital strategy for marketing and advertising on request.
- Executed new website rollout.

KMTV 3 News Now

DIGITAL DIRECTOR • OCT 2017-DEC 2018

MANAGING REAL-TIME EDITOR • JUNE-OCT 2017

- Wrote/executed digital and social strategies for special projects coverage, like the 2017 Eclipse.
- Posted/edited/updated news stories on station website, maximizing SEO and augmenting web posts with interactives.
- Deployed reporters/photographers/MMJs to breaking news scenes and guided coverage.

Omaha Conservatory of Music

COMMUNICATIONS • AUG 2014-MAY 2017

- Deployed new website, wrote/organized new promotional content and restructuring site according to organizational priorities.
- Conceptualized/wrote fundraising campaigns for print (executive summaries, brochures, programs, etc.) and digital (social media, e-mail, etc.).
- Wrote/edited press releases and blog posts; create/maintain intranet.
- Wrote official branded marketing emails, managing/segmenting an e-mailing database.
- Secured/managed advertising, conceptualizing campaigns and overseeing production.
- Sought bids for outsourced design/production, working with vendors.
- Art directed all marketing pieces; wrote all marketing copy; produced/gathered necessary imagery; managed production, editing, publishing.

Los Angeles News Group

EMERGING PLATFORMS DIRECTOR • AUG 2013-JULY 2014

- Worked with regional and corporate leaders and developers to catalog and test integrations on mobile and online platforms.
- Wrote/implemented mobile/social strategies to align with newsroom/company goals.
- Configured/monitored/reported on analytics for 27 mobile apps and 45 social media accounts.
- Selected to pursue a years-long immersive project with [Esri](#) exploring potential uses for geodata in day-to-day and project reporting.
- Maintained/analyzed social media and push-alert schedules and strategies for daily, breaking, and enterprise news coverage.

NEWS DIGITAL DIRECTOR • SEPT 2011-AUG 2013

- Managed team responsible for web posting, mobile, social media, and interactive projects for nine newsrooms in the greater-Los Angeles area.
- Expanded use of social media and data platforms in those newsrooms.

MULTIMEDIA EDITOR • APRIL 2010-AUG 2011

- Managed team responsible for web posting for two newsrooms in the greater-Los Angeles area.
- Established branded Facebook and Twitter accounts for two newsrooms in the greater-Los Angeles area.
- Designed & edited print & multimedia aspects of a project [alongside the USC Annenberg Center for Health Journalism](#).

DESIGN EDITOR • SEPT 2005-APRIL 2010

- Managed team responsible for graphics and print production posting for two newsrooms in the greater-Los Angeles area.
- Established workflows for one of the nation's first consolidated copy desks.

Education.

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

References.

Available on request.