

## Objective

Leadership position in a forward leaning organization that values communication, engagement and innovative thinking

## Profile

Strong leader. Effective manager of people and resources with track record as a successful change agent. Expert in communication, strategy and innovation to achieve solid, sustainable results for audience and revenue. Early adopter and advocate for emerging technologies, including mobile and tablets. Energetic, passionate strategist, with expertise in visual and verbal communication.

Award-winning journalist and broadcaster, with demonstrated skill in print, broadcast, web and mobile media. Comfortable under extreme deadline pressures. Mentally agile and persuasive. Able to transcend cultural differences and work with diverse personalities.

## Skills Summary

- Staff Development
- Team Building
- Program Development
- Audience Research
- Project Management
- Strategic Planning
- Change Management
- Product Development
- Budgeting/P&L
- Organizational development
- Coaching
- Audience Analytics
- Social Media Practices
- Presentation Software
- Public Speaking

## Professional Experience

### **TBO.com/WFLA-TV/The Tampa Tribune – Tampa, FL** **Managing Editor, Online (6 years)**

- Coached cross-functional teams in multimedia newsroom of 200+ (broadcast, print, online)
- Created audience engagement strategies for social, mobile and online media
- Achieved consistent web and mobile audience growth; reported audience analytics
- Developed content strategy and practices for mobile web and mobile apps
- Created strategy for digital tablet products (native app and HTML5 web app)
- Managed vendor relationships; negotiated strategic partnerships

### **StarTribune.com – Minneapolis, MN** **Multimedia Editor (9 years)**

- Developed and executed Continuous News Desk strategy
- Managed breaking news coverage (9/11 attacks, Wellstone crash)
- Coached reporters, editors, producers in real-time news practices
- Trained video producers, manage multimedia staff and resources
- Created actionable strategies from audience analysis

**Minnesota Public Radio – Saint Paul, MN**

**Director of News and Programming (5 years) | News Anchor/Producer (8 years)**

- Managed newsroom of 60+ reporters, on-air talent and support
- Increased key daypart news audience by 400% in three years
- Coached producers, air talent and support staff
- Developed news and information programming for regional network
- Evaluated program offerings from outside sources, scheduled programming
- Measured performance of programs internally and competitively in the market
- Budgeted for staff and supplies, managed vendor relationships
- Represented news department at public events, sponsor presentations
- Wrote, produced and scheduled on-air promotional materials
- Interviewed officeholders, business leaders and newsmakers
- Produced and anchored public affairs broadcasts (farm crisis, air safety, public lands)
- Reported, edited and produced news and feature material on tight deadlines

**WKAR – East Lansing, MI**

**News Anchor, Capitol Correspondent (4 years)**

- Produced and anchored government news and public affairs programming
- Reported breaking news and long-form stories from fulltime Capitol bureau
- Supervised and coordinated coverage by student interns, reporters
- Anchored and produced daily news broadcasts

**WFDF – Flint, MI**

**News Anchor, Staff Announcer, Staff Engineer (4 years)**

- Produced and anchored daily newscasts
- Prepared and hosted daily music programming
- Operated transmitter, broadcast console, control room equipment

**Full Sail University – Winter Park, FL**

**Course Director (3 years)**

- Conceived and delivered courses in digital storytelling, website design
- Taught courses in social media marketing, digital literacy, television business
- Designed instruction and assessment materials
- Produced video tutorials, created interactive learning modules
- Taught undergraduates in campus setting
- Taught students online via eLearning tools (Wimba, GoToTraining)

## **Education**

**University of Southern California – Los Angeles, CA**

- Knight Digital Media Center: Leadership Institute Fellowship

**University of Minnesota – Minneapolis, MN**

- Humphrey School of Public Affairs: Mondale Public Policy Fellowship

**Poynter Institute for Media Studies – Saint Petersburg, FL**

- Professional Seminars: Future of Online Journalism, Ethnic Journalism Leadership

**Covey Leadership Center – Salt Lake City, UT**

- 7 Habits of Highly Effective People

**Full Sail University – Winter Park, FL**

- M.S. – Instructional Design (projected)

**Michigan State University – East Lansing, MI**

- B.A. – Humanities (Journalism, English, Music)

## Achievements

**Society of Professional Journalists**

- National Award: Online Deadline News

**Radio Television News Directors Association**

- Edward R. Murrow Award: Breaking News Coverage

**Associated Press Broadcasters**

- Awards: Enterprise Reporting, Newscasting

**Neighborhood and Community Press Association**

- Awards: Best Editorial, Best Special Project, Best News Photo

**Co-author, editor**

- “Remembrances: Japanese-American Internment Stories” (2006)

## Memberships

- Online News Association
- Society of Professional Journalists
- American Society of News Editors

**Loren Omoto** | Maitland, FL  
Innovator, Strategist, Educator

**Voice/text:** 407-476-3780

**Email:** [LOREN@omoto.org](mailto:LOREN@omoto.org)

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- Asian American Journalists Association
  - International Society for Technology in Education
  - eLearning Guild