

Kevin L. Jones

1608 Cedar Street, Berkeley, CA
(510) 499-6468
kevjones30@gmail.com

SUMMARY

- Multimedia journalist with over 20 years of professional reporting, writing, and production experience
- Part of the team that won the 2009 Peabody for coverage of the Oscar Grant Shooting
- Experienced in managing blogs, writers, and editorial calendars
- Skilled audio producer with radio broadcast and podcast experience
- Grew online audiences exponentially by focusing on social media strategy and the needs of readers
- Veteran education reporter, covering local and national topics. Also produced and hosted a parenting-focused podcast.

EDUCATION

Masters of Arts in Journalism (Focus: New media) University of California, Berkeley	05/2008
Bachelor of Arts in Journalism (Minors: Music & History) University of Washington	05/2002
Content Marketing Certification Content Marketing Institute	01/2019

EXPERIENCE

Freelance Reporter and Audio Producer

Various Publications	09/2018 to present
<ul style="list-style-type: none">● Covering comedy and other arts beats for the San Francisco Chronicle● Reporting on Berkeley and business for Berkeleyside● Reviewing and reporting on new movies and television for the Book & Film Globe	

Podcast Producer

Educator Forever	03/2023 to present
<ul style="list-style-type: none">● Recording and editing a weekly podcast with thousands of downloads● Producing clips and audiograms for social media● Creating transcriptions and website pages for each episode	

Web Producer

KPIX (CBS Affiliate)	06/2020 to 03/2023
<ul style="list-style-type: none">● Writing and reporting dozens of hard news stories daily, including breaking news● Making video clips from live streams of daily news shows● Sharing stories on social media	

Media Manager

Light Rail Station	02/2020 to 2/2024
<ul style="list-style-type: none">● Building audiences on Facebook and Instagram, reaching thousands of followers in months● Identifying and promoting videos for potential viral hits● Writing press releases and recruited journalists to report on LRS content	

Interactive Producer

KQED.org	San Francisco, CA	03/2014 to 08/2018
<ul style="list-style-type: none">● Writing and editing stories for KQED Arts, from hard news articles to long features and seasonal guides		

- Tripled page views by increasing our output and focusing on newsworthy content
- Managing editorial interns and a team of freelancers
- Project managing special sections that feature deep dives into topics such as Ken Burns' Vietnam War and Maya Angelou
- Devised and implemented a social media strategy that doubled our followers

KTVU.com

Oakland, CA

07/2008 to 03/2014

Web Producer

- Managed publishing calendar and handling all technical issues on our site Web Producer, KTVU.com
- Wrote and edited dozens of news stories on a daily basis while also creating slideshows and other forms of online content for KTVU.com
- More than doubled weekend Web traffic by hunting down unique stories and promoting content through social media.
- Succeeded in reporting new details before our competitors in innumerable breaking news situations, contributing to KTVU's reputation of being the station to watch for Bay Area news coverage.

Jr. Product Editor

Praetorian Group

San Francisco, CA

03/2009 to 05/2009

- Wrote and edited all content concerning products for first responders, i.e. police, firefighters and EMTs.
- Produced monthly e-newsletters (written in HTML) on products for three different Websites.

Teaching Assistant/Web Producer (paid internship)

UC Berkeley

Berkeley, CA

01/2007 to 08/2008

- Assisted with classes and workshops that taught journalists how to incorporate new media into their storytelling.
- Maintained Websites for multiple classes.
- Lectured on new media journalism to undergraduates at UC Berkeley and UC Davis.

Multimedia Journalist (paid internship)

Tagging of Pacific Predators

Santa Cruz, CA

05/2007 to 08/2007

University of California, Marine Biology Team

- Produced videos and wrote news stories on biologists studying elephant seals for organization's website

Editor/Reporter

Novato Advance Weekly Newspaper

Novato, CA

06/2005 to 12/2006

- Reported on local schools and the art community. Broke several major stories within the community.
- Wrote several articles on a weekly basis, ranging from hard news to features and profiles, and laying out the sections that they were published in.

Editor/Reporter/Opinion Columnist

River News-Herald

Rio Vista, CA

12/2003 to 06/2005

- Wrote, edited, and designed all content in a 4,000-run weekly newspaper that covered the entire Sacramento Delta area.
- Managed an editorial staff of one reporter and six columnists.

SKILLS

DESIGN: Adobe Photoshop, InDesign, InCopy

VIDEO: EDIUS (Grass Valley), Final Cut Pro, Premiere, iMovie.

AUDIO: Pro Tools, Logic Pro

ETC: WordPress, HTML, various online content management systems, FTP software

MY PORTFOLIO

You can find my work at <http://kevinljones.com>