

Kevin L. Jones

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Experience

Freelance Reporter and Audio Producer - September '03 to Present

- Covering the Bay Area comedy and music scenes for the San Francisco Chronicle
- Reporting on arts and business in Berkeley for Berkeleyside
- Writing scripts for podcasts such as The Dollop

Content Marketing Manager, Education.com - February '19 to October '19

- Wrote and edited articles for Education.com's blog
- Produced tutorial videos demonstrating how to use the site's various products
- Managed contractors and gave input into social media programming
- Developed strategies for content marketing initiatives such as webinars and blog promotion

Producer, Gimme Radio - July '18 to January '19

- Produced series of interview shows for online broadcast
- Created a series of short audio pieces about the history of metal

Interactive Producer, KQED.org - March '14 to August '18

- Wrote and edited stories for KQED Arts, from hard news articles to long features and seasonal guides.
- Project-managed mini-sites featuring deep dives into topics such as Ken Burns' Vietnam War series and a documentary about Maya Angelou.
- Managed KQED Arts' publishing calendar and handled technical issues on the site.
- Tripled page views by increasing our output and focusing on newsworthy content
- Managed editorial interns and freelancers.
- Produced audio stories for radio broadcast, from cut-and-scripts to magazine-length features.

Web Producer, KTVU.com - Aug. '10 to March '14

- Wrote and edited dozens of news stories daily
- Created slideshows and other forms of online content for KTVU.com.
- Built features for website using HTML, Flash and cloudware
- 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.

Weekend Web Producer, KTVU.com - July '08 to March '09; Nov. '09 to Aug. '10

- Wrote and edited dozens of news stories daily, produced videos and maintained KTVU.com.
- Increased Web traffic by providing unique, well-written stories and other forms of content such as interactive features made in Flash.

- Contributed significantly to the station's coverage of the Oscar Grant shooting, which earned KTVU a Peabody for best Breaking News coverage.

Multimedia Journalist, Tagging of Pacific Predators - May to Aug. '07.

- Produced videos and wrote news stories on biologists studying elephant seals for organization's website.
- Built mini-site to display research on elephant seals using Flash and HTML

Editor/Reporter, Novato Advance - June '05 to Dec. '06.

- Reported on local schools and the arts 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/Columnist, River News-Herald - Dec. '03 to June '05.

- 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.

Education

MA: UC Berkeley, Graduate School of Journalism, 2008 (Focus: New media)

BA: University of Washington, 2002. Major: Journalism (Minors: Music & History)

Skills

CONTENT MARKETING: Certified by the Content Marketing Institute

DESIGN: Adobe Photoshop, InDesign

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

AUDIO: Pro Tools, Logic Pro, Audition

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

References

Mariecar Mendoza, Senior Digital Arts & Entertainment Editor at the San Francisco Chronicle, (415) 961-0219

Bill Murray, KPIX Director of Digital Operations, (510) 965-8579

Emilie Raguso, Berkeleyside Senior Reporter and Community Engagement Chief, (510) 459-8325

Tatum Omari, Vice President of Content at Education.com, (510) 206-4890,