

## BOB DODA

**Digital Managing Editor | Content Strategist | Award-Winning Storyteller** Port Jefferson Station, NY | 631-241-3053 | [bob.doda@yahoo.com](mailto:bob.doda@yahoo.com) | [bobdoda.com](http://bobdoda.com) | [LinkedIn Profile](#)]

**SUMMARY** Media leader with 20 years of experience in fast-paced digital newsrooms in the New York market. I specialize in turning complex, breaking situations into clear, engaging digital strategies. From producing an Emmy-nominated documentary to managing the push-alert strategy for millions of users, I bridge the gap between high-level editorial vision and daily technical execution. I'm at my best when leading teams through high-pressure situations and building audiences that actually stick around.

### WHAT I DO BEST

- **Newsroom Leadership:** Mentoring producers, breaking down silos between departments, and keeping standards high under tight deadlines.
- **Digital Growth:** Mastering the "science" of engagement—SEO, push alerts, and social strategy—to drive daily active users.
- **Crisis Comms:** Acting as the steady hand during breaking news or organizational shifts to ensure accuracy and brand integrity.
- **Storytelling:** Crafting everything from viral social clips to long-form web stories.

### PROFESSIONAL EXPERIENCE

#### **NEWS 12 NETWORKS Digital Managing Editor** | April 2022 – Present

- **Leading the Charge:** Run the daily digital strategy for the tri-state area's premier hyper-local news source, managing a high-performing team of producers.
- **The Go-To in a Crisis:** Serve as the primary lead for major breaking news, coordinating real-time updates across web and social while ensuring total accuracy.
- **Audience Loyalty:** Built a push-alert strategy that transformed how we interact with our audience, making News 12 a daily habit for millions of regional users.
- **Collaborative Strategy:** Work directly with VPs and department heads to make sure our digital output matches our long-term business goals.

#### **Senior Digital Producer** | April 2020 – April 2022

- **High-Impact Projects:** Produced and wrote Emmy-nominated documentaries including "*Battleground: The Sunrise Fire of 1995*" and "*TWA: 25 Years Later.*"

- **Operational Bridge:** Managed weekend operations, ensuring the broadcast and digital teams were in lockstep on every major story.

#### **Digital Producer** | March 2013 – April 2020

- Published thousands of local stories, perfecting the art of SEO and social engagement before "pivoting to digital" was a buzzword.

#### **QUEENS COURIER & QUEENSBOROUGH MAGAZINE Editor-in-Chief / Beat Writer** | March 2010 – Nov. 2012

- Ran the editorial lifecycle for a weekly print paper and magazine, building a network of NYC sources to land exclusive local coverage.

#### **EDUCATION**

##### **Master of Arts (MA) in Journalism** | Hofstra University

- **Bachelor of Arts (BA) in Political Science** | University of Connecticut

#### **AWARDS & RECOGNITION**

- **NY Emmy Nominee:** [Battleground: The Sunrise Fire of 1995](#).
- **5X Long Island Press Award Recipient:** Recognized for excellence in digital reporting and editorial consistency.

**ADDITIONAL SKILLS & INTERESTS** \* **Technical Toolkit:** CMS Management, Video Editing (Adobe Creative Cloud), Social Analytics (CrowdTangle, Parsely, Chartbeat), Google Trends, and SEO Strategy.

- **Interests: Ice Hockey:** Longtime **Team Captain**; I bring that same leadership and competitive drive to the workplace.
  - **Gaming & Tech:** I collect gaming consoles and video games from Atari through PS5.
  - **Local & World History:** Deep interest in archival research.
  - Books, Audiobooks, Podcasts