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# OLIVIA OBINEME

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## EDUCATION

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**Master of Science:** Media Innovation & Entrepreneurship, 2019

**Northwestern University** - Evanston, IL

- Continuing education in media at the Medill School of Journalism; expected to graduate Aug 2019

**Bachelor of Science:** Mass Communication, Journalism & New Media, 2012

**Towson University** - Baltimore, MD

- Held the roles of staff reporter, 16 News executive producer, and station president at Towson's WMJF-TV
- Held role of staff reporter at Towson's newspaper The Towerlight, covering campus and community events and issues

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## EXPERIENCE

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**Program Manager**, 12/2018 to Current

**KQED** – San Francisco, CA

- Cultivate and strengthen relationships between product and content teams
- Coordinate project planning and execution with team members and team leads
- Define, track, and analyze metrics to measure the success of KQED content and tools used to create it
- Provide training and develop product documentation to communicate and align the key components of upcoming features and products to internal teams

**Radio Producer & Host**, 08/2017 to Current

**South Side Weekly** – Chicago, Illinois

- Pitch and produce stories for the weekly, one-hour show and special projects
- Initiated and conducted live, recorded in-studio/remote two-way interviews; hosted the show
- Introduced news stories on the air and announced station breaks, commercials and public service information
- Trained incoming reporters on equipment and basic journalism skills

**Freelance Photographer & Writer**, 01/2014 to Current

## **Multiple Media Outlets** – Chicago, Illinois

- Photographed high-quality images and filmed high-quality videos for multimedia distribution
- Pitched and wrote original content for multiple publications
- Collaborated with Chicago Reader, South Side Weekly, The TRiiBE, The Guardian, Mic, Complex, ESPN's The Undeclared, *Baltimore* magazine, and Northwestern University's Medill School of Journalism

## **News Producer**, 05/2012 to 12/2013

### **WBAL-TV** – Baltimore, MD

- Led the noon newscast, coordinating with anchors, field reporters, photographers, and editors
- Wrote daily pieces for newscast in a deadline-driven environment
- Evaluated and followed up on news leads and news tips to develop story ideas
- Operated teleprompter in the control room

## **Social Media Manager**, 08/2011 to 05/2012

### **Baltimore magazine** – Baltimore, MD

- Planned and instituted social media marketing strategy and calendar for *Baltimore* magazine
- Executed innovative, creative and effective social media campaigns
- Cultivated consistent participation and moderated comments with the magazine's audience, engaging in conversations on *Baltimore's* social media platforms

## **Multimedia Journalist**, 01/2010 to 01/2011

### **Patch.com** – Towson, MD

- Pitched and covered events and community matters in Towson and Pikesville neighborhoods; fact-checked videos and articles
- Followed through on beat sources, contacts and leads to gather information for stories

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## SKILLS

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- Programs: Invision App, Sketch, Google Analytics and Data Studio, Adobe Creative Suite (Premiere, Photoshop, InDesign, Lightroom, Audition, After Effects), Audacity, Microsoft Office Suite and its Apple equivalent, AP ENPS, Slack, Wordpress
- Tools: DSLR proficient (expert knowledge in Canon cameras and accessories), Tascam and RODE gear, teleprompter proficient, Macintosh and PC
- Social Media: Twitter/Periscope, Facebook/FB Live, Instagram, Snapchat, Reddit, Tumblr, Mailchimp, Hootsuite, Chartbeat
- Languages: intermediate French, beginner Igbo/Yoruba, beginner Italian

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## ACCOMPLISHMENTS

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- Co-recipient of a 2018 Illinois Humanities Action Grant for "The Narratives of Robeson High School," a South Side Weekly Radio special project
- Awarded a 2014 Maryland-Delaware-DC Press Editorial Award for 'Feature Story Photo Coverage'
- Selected as a 2011 Poynter Institute Fellow