

# Olsen Ebright

## CONTACT

 [olsenebright.com/contact](mailto:olsenebright.com/contact)

## EDUCATION

### **B.S., Public Relations**

Kent State University  
Kent, Ohio

## SKILLS

- Management
- Digital strategy
- Content strategy
- Journalism
- Social media marketing
- Graphic design
- News writing
- Electronic news-gathering
- Google Analytics
- WordPress
- Excel
- Photoshop

## INTERESTS

Golf, video games, personal finance, cooking, internet culture, karaoke

## PROFILE

Olsen Ebright is a journalist and news manager living in Los Angeles. Since 2017, he's served as the assistant news director, digital for KTLA 5 News. Before that, he was an executive producer at KTLA, growing its digital traffic from the bottom of the market to consistently ranking in the top 10 local TV news websites in the entire country. He's worked as a digital producer at KNBC, KNTV and WCMH, and also ran his own video production and graphic design business while living in Ohio.

## EXPERIENCE

### Assistant News Director, Digital

KTLA | Los Angeles | May 2017 - PRESENT

- Directly managed digital team's staff, budget, coverage and expansion plans
- Partnered with KTLA Sales and Creative departments to build new digital sales inventory to exceed annual revenue goals
- Co-managed executive producers and other managers in the news department
- Represented news team at department head meetings and executive offsites
- Launched industry-leading new media projects, including digital-first video, Alexa flash briefings, 360 video, Instagram Stories and multiple podcast series
- Launched live, original online-only programming (10 hours/week)
- Delivered monthly/quarterly reports and presentations to senior leadership
- Onboarded 120-person news department onto Microsoft Teams

### Executive Producer, Digital

KTLA | Los Angeles | April 2013 - May 2017

- Grew KTLA to become the No. 1 most-visited local TV website in the country
- Built digital and social campaigns to drive online engagement and TV tune-in
- Successfully grew web traffic, live video and VOD views, including 35 consecutive months of YOY growth for sessions and pageviews
- Developed comprehensive digital training program, including an intranet, style guides, breaking news playbook, Facebook, Twitter and Instagram strategies
- Grew KTLA brand, sub-brand and talent social accounts to No. 1 in DMA
- Revitalized hiring, recruitment and professional development processes to bring the best talent to KTLA and help prepare them for bigger roles
- Conducted performance reviews, weekly one-on-ones and coaching sessions
- Served on the station's ethics committee

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## AWARDS

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### **Best Traditional News**

#### **Organization Website winner**

Los Angeles Press Club, 2020

### **Best Traditional News**

#### **Organization Website finalist**

Los Angeles Press Club, 2019

### **Best Local Website finalist**

Local Media Digital Innovation Awards, 2018

### **Employee of the year**

KTLA, 2017

### **55th SoCal Journalism Award**

For Cause/Advocacy Journalism  
Los Angeles Press Club, 2013

### **Sigma Delta Chi Award, online reporting**

For Deadline Reporting (Affiliated)  
SPJ, 2012

### **Regional Edward R. Murrow Award**

Best Broadcast-Affiliated Website  
in Large Market  
RTDNA, 2005

## CERTIFICATIONS

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### **Leadership Academy**

The Poynter Institute | 2019

### **Advanced Microsoft Excel**

Lynda.com | 2015

## EXPERIENCE (CONTINUED)

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### Social Media Lead / Content Producer

KNBC | Los Angeles | September 2007 - April 2013

- Wrote thousands of articles for nbcla.com with a focus on breaking news
- Trained reporters, producers, photographers in web publishing/print writing
- Developed social media strategy, tactics and talent training for 60+ accounts
- Coordinated Facebook ad buys, contesting and sponsored campaigns
- Managed digital internship program

### Senior News Editor

KNTV | San Francisco Bay Area | May 2006 - September 2007

- Wrote articles, edited video, built galleries for nbc11.com
- Developed long-term strategy for site growth, monetization
- Launched multiple podcasts
- Built special sections, feature pages and mini-sites

### News Editor

WCMH | Columbus, Ohio | October 2004 - May 2006

- Wrote articles, edited video, built galleries, coordinated online sweeps coverage for NBC4i.com

## REFERENCES

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References available upon request.