

Olsen Ebright

CONTACT

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🌐 www.olsenebright.com

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. From 2017 to 2021, he 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 5 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 - October 2021

- 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
- Launched KTLA+, the station's first smart TV app, garnering more than 30 million monthly ad impressions
- Co-managed executive producers and other managers in the news department
- Served as co-interim news director for three months
- 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

Olsen Ebright

AWARDS

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

Leadership Journey

PeopleTek Coaching | 2021

Leadership Academy

The Poynter Institute | 2019

Advanced Microsoft Excel

Lynda | 2015

EXPERIENCE (CONTINUED)

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

References available upon request.