

Loren Omoto

Tampa, FL 33606 ♦ (612) 414-6838 ♦ LOREN@omoto.org

Objective

Leadership position in a forward leaning organization that values communication, engagement and innovative thinking

Profile

Strong manager of people and resources, with track record as a successful change agent. Accomplished in communication, strategy and innovation to achieve solid, sustainable results in audience and revenue. Early adopter and advocate for emerging technologies, including mobile and tablet technology. Energetic, passionate strategist.

Award-winning journalist and broadcaster, with strong skills in print, broadcast, web and mobile media. Comfortable under extreme deadline pressures. Mentally agile and persuasive with demonstrated ability to transcend cultural differences.

Skills Summary

- ♦ Editing
- ♦ Coaching
- ♦ Project Management
- ♦ Staff Development
- ♦ Cross-Functional Team Building
- ♦ Strategic Planning
- ♦ Newsroom Management
- ♦ Multimedia Visualization
- ♦ Budgeting/P&L
- ♦ Video Production
- ♦ Audience Analytics
- ♦ Social Media Practices
- ♦ Professional Presentation
- ♦ Public Speaking

Professional Experience

THE TAMPA TRIBUNE/TBO.COM/WFLA-TV – Tampa, FL

Managing Editor, Online (6 years)

- ♦ Coached cross-functional teams in multimedia newsroom of 200+ (broadcast, print, online)
- ♦ Created audience engagement strategies for social, mobile and online media
- ♦ Achieved consistent web and mobile audience growth; reported analytics
- ♦ Developed content strategy for mobile web and mobile apps
- ♦ Led multimedia special projects (Super Bowl, 2008 and 2010 elections)
- ♦ Designed and refined disruptive innovation strategies for FCGI² task force
- ♦ Created strategy for digital tablet products (native app and HTML5 web app)
- ♦ Budgeted for online newsroom and digital product portfolio
- ♦ Managed vendor relationships; negotiated strategic partnerships

STARTRIBUNE.COM/STAR TRIBUNE – Minneapolis, MN

Multimedia Editor (9 years)

- ♦ Developed and executed Continuous News Desk strategy
- ♦ Managed breaking news coverage (9/11 attacks, Wellstone crash)
- ♦ Coached reporters, editors, producers in real-time news practices
- ♦ Trained video producers, manage multimedia staff and resources
- ♦ Created actionable audience analysis strategy

MINNESOTA PUBLIC RADIO – Saint Paul, MN

News Director (5 years) | News Anchor/Producer (8 years)

- ♦ Managed newsroom of 60+ reporters, on-air talent and support
- ♦ Increased key daypart news audience by 400% in three years
- ♦ Represented news department at public events, sponsor presentations
- ♦ Wrote and produced on-air promotional materials for multi-station network
- ♦ Interviewed officeholders, business leaders and newsmakers
- ♦ Produced and anchored public affairs broadcasts (farm crisis, air safety, public lands)
- ♦ Reported, edited and produced news and feature material on tight deadlines
- ♦ Budgeted for staff and supplies, managed vendor relationships

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Education

KNIGHT DIGITAL MEDIA CENTER – LOS ANGELES, CA

Leadership Institute Fellowship

HUMPHREY INSTITUTE FOR PUBLIC AFFAIRS – MINNEAPOLIS, MN

Mondale Public Policy Fellowship

POYNTER INSTITUTE FOR MEDIA STUDIES – SAINT PETERSBURG, FL

Seminars: Future of Online Journalism, Ethnic Journalism Leadership

COVEY LEADERSHIP CENTER – SALT LAKE CITY, UT

7 Habits of Highly Effective People

MICHIGAN STATE UNIVERSITY – EAST LANSING, MI

B.A. (Journalism, English, Music)

Achievements

SOCIETY OF PROFESSIONAL JOURNALISTS

National Award: Online Deadline News

RADIO TELEVISION NEWS DIRECTORS ASSOCIATION

Edward R. Murrow Award: Breaking News Coverage

MICHIGAN ASSOCIATED PRESS BROADCASTERS

Awards: Enterprise Reporting, Newscasting

NEIGHBORHOOD AND COMMUNITY PRESS ASSOCIATION

Best Editorial, Best Special Project, Best News Photo

CO-AUTHOR, EDITOR

“Remembrances: Japanese-American Internment Stories” (2006)

Memberships

ONLINE NEWS ASSOCIATION

SOCIETY OF PROFESSIONAL JOURNALISTS

AMERICAN SOCIETY OF NEWS EDITORS

ASIAN AMERICAN JOURNALISTS ASSOCIATION