



PATRICK EARL TOLBERT

new media specialist

WORK EXPERIENCE

New Media Content Director (2007 – Present) KXXV-DT/KRHD-LP

- Oversee operation of KXXV.com and ABC40.com
- Produce and maintain news and sales content on websites
- Research and write extended content to include with online version of stories
- Design interactive elements to promote on air
- Collaborate with reporters and producers to create online content with unique angles to complement on air coverage.
- Lead staff in promoting “web first” news strategy
- Work with company New Media Director to develop specialized content for all Drewry stations
- Promote web content on air
- Run assignment desk as necessary

Accomplishments

- Launched website redesign increasing page views by 15 percent
- Developed and implemented new flash video widgets increasing video views by 100 percent
- Launched successful Social Media campaign via Facebook and Twitter
- Trained anchors, reporters and producers to create content in WorldNow content management system
- Revitalized online advertising through creation of specialty content that increased revenue by 50 percent
- Programmed industry-leading sport score system
- Conceived and created live video streaming system for photographer units and storm chase teams.
- Authored multi-level news stories linked by CNN, ABC and AP, bringing more than a million page views each.

Morning Announcer (2007-2009) KBCT-FM

- Fill in morning news announcer/board op on as-needed basis.
- Gather, write and produce local news and weather cut-ins during four-hour morning show.

TECHNICAL PROFICIENCY

Software Proficiency

Dreamweaver, Photoshop, Flash, After Effects, Premier InDesign, Excel, Word, Power Point, DFP DoubleClick Ad management

Programming Languages

HTML, XHTML, XML, Java Script, PHP, ASP, AJAX, CSS

Television Production

Linear Editing, Sound Operation, Chyron, ENG truck, Weather Central ESP:Live, foundations on Sony switcher

PROFESSIONAL TRAINING

WorldNow Content Management System

(2008-2009) Completed WorldNow Learning series: Best Practices, SEO, Video Platform, Advanced Producer Training.

SKYWARN Storm Spotter

Advanced Skywarn Training (2009) Plano, Texas
Basic Skywarn Training (2009) Plano, Texas

EDUCATION

Baylor University

(2004-2007) Waco, Texas
Bachelor of Arts in Journalism
Minor in French
3.7 GPA in Major

COMMUNITY

Central Presbyterian Church

(2004-Present) Waco, Texas
Elected Member, Pastor Nominating Committee
Tenor, Chancel Choir
Designed sanctuary sound system

Texas State Guard Amateur Radio Club

Communications Officer
SKYWARN Storm Spotter
General Class Operator

</resume>