

Anthony B. Roberts

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Experience

Technology Consultant (web application developer / multimedia training specialist) University of Nebraska College of Journalism and Mass Comm.

Lincoln, Neb. – September 2011 - Present

- > Web application development and deployment with Python/Django and Heroku/AWS.
- > Video and multimedia content creation and delivery solutions consulting and training.
- > Social media strategies development.

Accomplishments include:

- > Deployed a web application that will manage operations for the Nebraska News Service.
- > Increased number of clients by more than 50 percent.
- > Clients prepared to publish video content increased from 0 to 58.

Online Producer - Lincoln Journal Star

Lincoln, Neb. – February 2006 - September 2011

- > Write, film and edit original online video, news, sports, features, enterprise and news comedy.
- > Broadcast live online video programming with graphics and B-roll.
- > Create original graphics, text, images, and multimedia interactive presentations.
- > Train staff to create video programming, use new programs, equipment, and CMS.
- > Develop a strategy for future video and multimedia content on JournalStar.com.

Accomplishments include:

- > Increased audience for online videos by more than 100 percent a year.
- > Was a driving force behind JournalStar.com becoming the first Nebraska news site to have live video broadcasts. Field-tested equipment and offered consultation for developing a strategy for live video programming.
- > Conceived, tested and implemented a plan to switch vendors for live video, saving the company more than \$4,000 per year while improving the production level of the live video broadcast and increasing the live audience by more than 100 percent.

Online Advertising Designer - Lincoln Journal Star

Lincoln, Neb. – October 2004 - February 2006

- > Designed and maintained interactive online advertising campaigns.
- > Designed and updated web pages for various online products.
- > Designed sales materials, fliers, posters and web-based email presentations.
- > Compiled and analyzed statistical data for advertiser campaigns.

Skills

- > Full stack web application development and deployment using Python/Django and Heroku/AWS
- > Adobe CS6 cloud software suite, including Dreamweaver, Flash, Photoshop and InDesign
- > Adobe Premiere digital video editing, experience with Avid and Final Cut
- > After Effects experience for graphics and video enhancement
- > Audio recording with Cubase, audio clean-up and adjustment with Adobe SoundBooth
- > Adobe Media Encoder and Sorenson Squeeze
- > Multiple video and audio file formats and online video best practices
- > HD video camera experience, tapeless video recording
- > Studio and green-screen set up, lighting design, studio set design
- > Field production experience
- > Web Design using HTML, CSS, JavaScript and ActionScript code languages
- > Computer, program, and network trouble-shooting on both Mac and PC

Honors/Volunteer Activities

- > Media Director / Co-commissioner for Lincoln Ultimate Disc Association, 2009-Present
- > 2006 Advertising Spirit Award - Lincoln Journal Star
- > Co-chair - Deacons of First Christian Church 2004-2008
- > Honorable mention for music video category; International Radio and Television Society, 2000
- > Dean's List for the UNL college of Journalism, eight semesters

Education

University of Nebraska - Lincoln, graduated with honors.

Bachelor of Journalism, with distinction.

Major -- Broadcasting

Minor -- Music

Concentrations -- Math and History

References

Mary Kay Quinlan

Associate Professor of Journalism, University of Nebraska-Lincoln

402.472.2557

Allen Beermann

Nebraska Press Association Executive Director

402.476.2851

Matt Waite

Professor of Practice, University of Nebraska-Lincoln

402.472.5840

Steve Smith

National News Editor, University of Nebraska-Lincoln

402.217.2774