

# Anthony B. Roberts

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## Experience

### **Technology Consultant (web application developer / multimedia training specialist)**

#### **University of Nebraska College of Journalism and Mass Communications**

Lincoln, Neb. – September 2011 - Present

- Web application development and deployment with Python/Django and Heroku/AWS.
- Web design and usability with HTML5, CSS, JavaScript, and Twitter Bootstrap.
- 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 and multimedia interactive presentations with HTML and Flash.
- 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.
- First Nebraska news site to have live video broadcasts.
- 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 with Flash, HTML, Javascript.
- 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
- Celery and Redis task management, Fabric deployment, and South migrations on PostgreSQL
- Experience with Dev Ops using Vagrant and Chef on Ubuntu machines
- Web Design using HTML5, CSS, and JavaScript (Twitter Bootstrap)
- JavaScript libraries and frameworks: jQuery, node.js, D3
- Adobe Premiere digital video editing, experience with Avid and Final Cut
- After Effects experience for graphics and video enhancement
- Audio engineering, recording and editing with Cubase and Adobe Audition
- Adobe CS6 digital publishing with Dreamweaver, Flash, Photoshop and InDesign
- HD video production as a one-man-band: filming, editing, and online distribution
- Studio and green-screen set up, lighting design, studio set design
- Field production experience

## **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

## **Additional References**

Michael Nelson  
Retired as the Editor of the Lincoln Journal Star.  
402.309.4092

Ava Thomas  
General Manager of the Lincoln Journal Star.  
ava.thomas@lee.net

Patrick Smith  
Online editor at the Omaha World-Herald  
402-770-1271

Steve Sipple  
Sports Columnist for the Lincoln Journal Star  
402.601.1080