

## BRIAN WHITE

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[ProducerBrian.org](http://ProducerBrian.org)

### SKILLS

- DSLR photography
- Non-linear editing
- Adobe Creative Suite
- Photo editing
- Breaking news
- Copy editing/tease writing
- HTML/CSS
- content management systems
- SEO
- Social Media
- basic MySQL
- project management

### EXPERIENCE

Producer • Jan. 2018 to Dec. 2018

KGUN-TV - Tucson, AZ

- Editor, writer for the 5 o'clock broadcast

Associate Producer • Dec. 2015 to Aug. 2017

KFMB-TV - San Diego, CA

- Writer for the CBS affiliate's morning show

Senior Writer • July 2015 to Oct. 2015

WorldatWork - Scottsdale, AZ

- Wrote human resource related news for the company's digital and print publications
- Produced and oversaw social media content

News Producer • April 2014 to April 2015

KVOA-TV - Tucson, AZ

- Produced the local news updates for the Today Show and the noon broadcast
- Increased ratings over one year
- No. 1 for three ratings periods

Web Content Producer • Dec. 2011 to April 2014

KVOA-TV - Tucson, AZ

- Managed KVOA.com operations and coordinated with sales department on projects
- Edited copy, video and photos
- Grew traffic to the site 23 percent with a user-generated content initiative; Wrote breaking news

Web Content Manager • May 2010 to August 2011

KOLD-TV - Tucson, AZ

- KOLD.com content and its community sites, "In my Neighborhood"
- Social media editor
- Implemented a multiple live streaming page

Web Content Producer • August 2008 to May 2010

KOLD-TV - Tucson, AZ

- Pioneered social media in the newsroom-- first station in the market to have Twitter, Facebook and YouTube accounts
- Leveraged UStream, Storify to enhance digital content
- Represented KOLD at the Jeff Pulver's 2012 #140conf event in NYC

### EDUCATION

Bachelor of Arts: Journalism, University of Arizona

