

Jack Helean

Senior Digital Producer

Salt Lake City

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PROFESSIONAL SUMMARY

I'm a Senior Digital Producer with 5 years of experience working for well-established newsrooms, using my skills to better inform the communities they serve. My goal is to always be exploring new methods and technologies to improve storytelling. I have a proven track record of growing a digital audience and leading a team..

CORE QUALIFICATIONS

- Digital-audience focused, strategic thinker, problem solver
- Exceptional news writing skills, knowledge of AP style, excellent editorial judgment
- Deadline-focused: Experience in writing, creating graphics for and publishing breaking news, severe weather and changing news situations
- Strong news instincts and a natural leader
- Experienced in data analytics and social media engagement trend tools including Crowdtangle, Google Analytics
- Exceptional social media skills
- Experienced in multimedia web publishing, photo and editing software
- Detail-oriented and meticulous in all work
- A commitment to winning, innovating, and being the best

EXPERIENCE

Senior Digital Producer - *KSTU: FOX 13 News, Utah*

JULY 2021 - PRESENT

- Right-hand-man to the Digital Executive Producer overseeing the day-to-day operations of the stations digital products
- Monitoring analytics to improve website SEO and guide news coverage
- Communicating goals, strategies and best practices for digital strategies across departments

- Communicating digital goals, successes, and strategies to station department heads weekly
- Monitoring Digital KPI's and strategizing to increase pageviews and video views
- Monitoring analytics to come up with long-term content strategies for streaming and digital content
- Building relationships across the newsroom to bring the stations audience the most timely and accurate news content
- Overseeing website curation, content and quality to bring the audience the best possible experience
- Managing the stations TikTok, Twitter, Facebook, Instagram and YouTube channels
- Writing long-form news stories with video and photos when possible for the website as they come in
- Continually monitoring CrowdTangle, Reddit, Twitter and other news curation sources for story ideas and following the latest national news
- Crafting engaging and useful push alerts for the stations app users several times per day
- Creating digital exclusive videos
- Clipping video from newscasts and attaching them to web articles, uploading to YouTube
- Overseeing and guiding other digital producers to create the best possible news content
- Creating graphics and digital video for the station's social media pages, YouTube and website

Digital Content Producer - *WBMA: ABC 33/40 News, Birmingham, Alabama*

JUNE 2019 - JULY 2021

- Research local and national news daily to find the stories our audience cares about
- Work with news producers, reporters and the assignment desk to develop the most accurate, quality web stories
- Assign tasks (ie. breaking news) to other digital content producers as necessary to meet deadlines
- Write web scripts, check reporter web scripts for grammar, spelling and AP style
- Help reporters adapt their stories to create engaging content for the web and social media
- Manage the station's Facebook page (more than 800K followers), Twitter (more than 230K followers), and Instagram (more than 78K followers)
- Study data analytics several times a day to increase web traffic and improve audience engagement
- Create graphics, infographics, edit photos and short videos for the stations website and social media
- Take charge of live-streaming breaking news and severe weather coverage
- Write and publish breaking news alerts through the station's news app
- Hold reporters accountable for daily posting requirements to social media
- Post to the station's social media several times a day/hour

- Curate a daily email newsletter with the station's trending stories for subscribers
- Communicate with other Sinclair Broadcast digital content producers to share information and find stories that appeal to our market audience

Digital Content Producer - *WPML: NBC 15 News, Mobile, Alabama*

NOVEMBER 2017 - JUNE 2019

- Kept the station's website organized and curated using data analytics
- Restacked the homepage multiple times per day based on data and evolving news
- Posted to social media multiple times a day/hour
- Monitored social media inboxes for story tips and passed them to assignment editors
- Created graphics, edited photos and short videos for all social media platforms
- Wrote and published breaking news alerts through the station's news app
- Managed live-streaming of breaking news and severe weather coverage
- Made calls to confirm information or get details for news stories
- Researched, wrote, and copy edited web stories
- Published all reporter's stories to the website
- Uploaded all reporter's stories to YouTube with SEO and thumbnails to increase views

ACCOMPLISHMENTS

- KSTU: Oversaw the start and development of the station's TikTok page including, pitching video ideas, shooting, editing and editorializing.
- KSTU: A key player in building and maintaining the stations YouTube page which now has more than 200K subscribers and brings in \$20,000 a month in Google ad revenue
- KSTU: Developed the stations Instagram strategy to bring pageviews to the website by creating a link in bio
- KSTU: Was a partner in developing the stations digital studio
- WPML: Was a key player in increasing the station's social media engagement rank from 4th place to 3rd in the market through attention to detail, strong headlines, photo selection and post copy
- WBMA: Worked to increase the station's Facebook page past half a million followers to now nearly one million followers
- WBMA: Member of a small digital team (three people) that won the Alabama Broadcasters Association award for best social media presence in the state
- WBMA: Started posting daily Instagram stories that became the example for all Sinclair Broadcasting stations and was used for corporate training
- Frequently write national interest web stories that are syndicated across all Sinclair Broadcasting websites

- Implemented the use of related links within web stories on a consistent basis, which led to a company-wide policy because of the increased website traffic
- Pitched several stories in daily news meetings that went on to become successful including a regional award winning environmental story

EDUCATION

Full Sail University: New media communications certification

2016 - 2016

Google: Data Analytics certification

2021 - 2022

PROFESSIONAL REFERENCES

Bob Noonan - News Director at WPMI NBC 15 News

Mobile, Alabama

- Former boss
- Known: 4 years
- Cell: 251-652-1238

Lauren Curtis - Former Executive News Producer at WPMI NBC 15 News

Mobile, Alabama

- Former coworker
- Known: 3 years
- Cell: 850-503-8010

Dave Muscari - Former VP Product Development at WFAA ABC 8 News

Dallas, Texas

- Family friend
- Known: 35 years
- Office: 214-977-6490