

# SAMANTHA KUBOTA



## CONTACT

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@samanthakubota



## EDUCATION

BA, University of Missouri

**MAJOR:** Radio-Television Journalism

**MINORS:** English,  
Multiculturalism,  
and Business



## LANGUAGES

English & Spanish



## VOLUNTEER

### BORN JUST RIGHT

Social media editor (2018- present)

### CENTRO HISPANO

ESL Instructor (2013-2016)

### KNOXVILLE DANCE PROJECT

Board member (2014-2016)



## PROFESSIONAL EXPERIENCE

WUSA9, CBS Affiliate in Washington D.C. (2018-present)

### »» DIGITAL EPISODIC INVESTIGATIVE UNIT

- › Developing and booking interviews for long form stories
- › Editing video pieces for air/online using Premiere
- › Operating as second camera for video interviews
- › Creating and implementing digital/social media strategy for story promotion

KREM TV, CBS Affiliate in Washington (2016-2018)

### »» DIGITAL DIRECTOR

- › Worked with reporters and producers to enterprise ideas for fresh and new local content
- › Managed digital producers to help create compelling content on social media platforms and KREM.com
- › Coordinated with sales staff to manage paid advertisements and contests
- › Led decision making process during breaking stories to keep station ethical and enhance coverage
- › Wrote online articles on trending topics aimed to draw new and returning visitors to website

WBIR TV, NBC Affiliate in Tennessee (2013-2016)

### »» TV & WEB PRODUCER, SPECIAL PROJECTS

- › Enterprised ideas for fresh and new local content, for both daily and investigative pieces
- › Tracked online trends and incorporate into news coverage and digital presence
- › Filed FOIA requests, collected data for long-form stories to air on TV and online
- › Edited video for social media using Adobe Premiere
- › Shot photogalleries for WBIR.com using DSLR cameras and editing in Photoshop

KOMU TV, NBC Affiliate in Missouri (2009-2013)

### »» TV/DIGITAL PRODUCER, FILL-IN REPORTER/ANCHOR

- › Wrote fast-paced scripts to tell compelling stories
- › Found new ways to include online elements into newscasts and online
- › Filled in as anchor/reporter
- › Posted creative and engaging content to social media on station branded accounts

Newsy.com (2012)

### »» NEWS WRITER

- › Wrote video news stories on national trending topics citing multiple journalistic sources
- › Edited video story in Final Cut Pro with anchor standup and other elements to be shared online