



SAMANTHA KUBOTA

CONTACT

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EDUCATION

BA, University of Missouri

MAJOR: Radio-TV Journalism

MINORS: English
& Multiculturalism

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 | PRODUCER, EPISODIC INVESTIGATIVE UNIT (2018-present)

- Developed and booked interviews for long form stories
- Edited video pieces for air/online using Premiere
- Operated as second camera for video interviews
- Created and implemented digital/social media strategy for story promotion

KREM | DIGITAL DIRECTOR (2016-2018)

- 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 | TV & WEB PRODUCER, SPECIAL PROJECTS (2013-2016)

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

KOMU | TV/DIGITAL PRODUCER, FILL-IN REPORTER (2009-2013)

- Wrote fast-paced scripts to tell compelling stories
- Elevated and amplified on-air elements into digital platforms
- Filled in as anchor/reporter
- Posted creative and engaging content to social media on station branded accounts

Newsy.com | NEWS WRITER (2012)

- 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