



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

○ THE TODAY SHOW | DIGITAL JOURNALIST/EDITOR

(2019-present)

- Enterprised national trending story ideas using Crowdtangle and other social media listening skills
- Assigned freelance writers to stories and managed daily assignments as supervising editor
- Edited stories for AP style and content
- Enterprised and wrote my own stories for TODAY.com in evening hours as solo writer/editor
- Posted to all @TodayShow social accounts daily
- Helped develop TODAY's social media strategy using metrics to increase on-platform views in the evening

○ WUSA9 | PRODUCER, EPISODIC INVESTIGATIVE UNIT

(2018-2019)

- Developed story ideas and booked interviews for long-form video pieces
- Wrote digital versions of long-form stories and built story splash websites for enterprise projects
- 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 about locally trending topics aimed to draw new and returning visitors to website



PROFESSIONAL EXPERIENCE (CONT)

- 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
 - Booked compelling live guests for on-air interviews during breaking news and for lifestyle shows
 - Shot photogalleries for WBIR.com using DSLR cameras and editing in Photoshop
- KOMU | TV/DIGITAL PRODUCER, FILL-IN REPORTER
(2009-2013)
 - Wrote fast-paced TV scripts to tell stories in compelling and interesting ways
 - 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 stories in Final Cut Pro with anchor standup and other elements to be shared online
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