

Greg Janda

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Professional Experience

Morning News Editor - NBCUniversal, Fort Worth, TX ▪ Jan., 2013 – Present

- Lead editor and content producer for NBCDFW.com during morning news coverage including robust breaking news coverage online, on mobile, and on social media
- Managed reporters, producers, photojournalists, and other content producers to update coverage
- Advanced ongoing stories with the latest information and proper context

Lifestyle and Features Editor – NBCUniversal, Fort Worth, TX ▪ Oct., 2008 – Jan., 2013

- Lead editor and content producer for Around Town/The Scene section of NBCDFW.com
- Developed featured content that drove over 50 million page views since 2008
- Created and edited features for on-air and online, including content in news, events, food and drink, lifestyle, sports, entertainment, and politics verticals
- Created content for major events including three Olympic Games, Super Bowl XLV, local and national elections, holiday features, music festivals, fashion shows, and more
- Managed and edited contributions from station reporters, producers, freelancers, and interns
- Collaborated with on-air producers, sales, marketing, community affairs and human resources to develop specialized content, products, and solutions
- Developed business to business (B2B) solutions for external and internal clients
- Coordinated, documented, and led training for NBC 5 staff, freelancers, and interns
- Selected, supervised, and taught web internships from 2007 to 2013

Mobile Content Coordinator – NBCUniversal - 2007 - Present

- Developed mobile applications on iOS and Android in A/B testing and quality assurance roles
- Produced content for mobile experiences including apps, mobile web, and other formats
- Coordinated SMS polling with on-air content producers, business development, sales and marketing.
- Developed sales graphics and presentations for mobile products

Associate Producer – Internet Content – NBCUniversal - Dec. 2006 – Oct., 2008

- Wrote broadcast stories and produced web-specific newscasts for NBC5i.com
- Developed and produced content for the “DFW Scene” lifestyle content section
- Designed and developed content for features such as “The Q” and “DigFido”

Operations Manager – North Texas Television, Denton, TX ▪ Aug. 2004 – May 2006

- Installed and upgraded software and hardware systems to support a 24-hour cable television channel
- Created and executed training courses for all aspects of video production
- Produced and developed over 30 hours of television programming including news, entertainment, comedy, lifestyle, and public affairs programming

Freelance Producer – Infinite Link Productions ▪ 2002 - 2006

- Created products including video, graphics, multimedia, websites, and print documents for clients
- Worked directly with clients to meet their needs in an efficient and cost-effective manner

Additional Experience

- Experience in managing projects with internal and external stakeholders, including public facing features, intranets, sales graphics and content support, internet marketing, and many more.
- Proven leadership ability in small to large scale groups to produce content for multiple platforms
- Creative skills in writing, design, and concept creation
- Strong problem-solving skills in editorial, marketing, production, and many other fields
- Up-to-date on trends in broadcast, social media, internet, mobile, and other industries with a willingness to transform knowledge into workable solutions.

Programming and Software Skills

- Skilled in writing HTML 5, Javascript, PHP, XML, and other web scripts and coding
- Advanced video editing skills with Final Cut Pro, Avid systems, Premiere Pro, After Effects, and others
- Graphic design skills with Adobe Creative Suite, including Photoshop, Illustrator, Flash, and others
- Social media services including Facebook, Twitter, Google +, Pinterest, TweetDeck, and others
- Analysis suites including Omniture, Hitbox, bit.ly, Feedburner, and others
- Advanced skills with Microsoft Office including Word, Excel, Powerpoint, Access, and Publisher

Awards and Honors

- Nominated for 2010 Lone Star Emmy Award for on-air/online feature “DFW 2020”
- Five-time NBCUniversal “Ovation” award winner for above and beyond effort
- Three Golden Television Awards for student achievement at North Texas Television

Higher Education

Bachelor of Arts in Radio, Television and Film

Minor in Communications

University of North Texas, Denton, TX ▪ 2006