

Jennifer Molina

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Director visual and audio content

Emmy award-winning documentary filmmaker and award winning director of visual content for news and information, skilled at managing teams, launching original non-scripted series from development, casting, research, and production through programming. Adept at combining compelling storytelling and business development to create engaging, fun, exciting, challenging, video, social, web and audio content for streaming, SVOD, TVOD and vMVPD. Thrives on working in a fast-paced environment with tight deadlines. Extensive background in news video. 20 years experience in global media, national newsrooms, mobile/digital verticals, social media, field producing, developing and executing concepts.

Forte:

Executive Producing

Documentary and short content

Multimedia (video, audio, photo, interactive)

Visual journalism

Content strategy

Production manager

Expert video editor

Multi-platform production

Tailoring content for varied audiences

Generating and developing story ideas

Working with on-air talent including hosts, experts, and cast members

Managing teams/budgets with tight deadlines and quick turnaround times.

Casting for unscripted series

Mentoring

Experience

Sr. Multimedia Director (strategy and production)

2021- present

McClatchy

Responsible for deploying McClatchy's video and multimedia strategy across its small and midsize newsrooms.

-Manage a team of producers who pitch, report and produce daily and long-term documentary style video/audio stories, and vertical series in order to elevate powerful, relevant journalism and grow the McClatchy audience.

-Coach visual journalists in small and midsize newsrooms in developing the best approach, style and tone for larger visual and multimedia packages.

- Keep abreast of and institute industry trends as part of the content strategy

-delegating to 5+ team members step-by-step workflow processes and act as liaison between product, audience growth, tech team, and managers to ensure we meet all company core goals

-Partner with audience engagement and audience growth, sales, in developing new audiences using engaging creative and compelling content across multiple platforms for audience growth

-Compile monthly and quarterly analytics reports to share video/audio progress with newsrooms

-Conduct training efforts around video and audio storytelling and production across newsrooms

-Assign stories and help lead video/audio coverage of national and local news events, including live-stream events, production and editing oversight as needed

-Guide the style and tone for video and audio produced across McClatchy newsrooms

Visionary Video Lead/ Digital Content Guru /Executive Producer

2003- present

Jenn Molina LLC, Los Angeles, CA

www.jennmolina.com

- Advise media and corporate brands on industry trends, improving content strategies and audience development in this ever changing digital content landscape, including video, social, web, audio content for streaming, SVOD, TVOD and vMVPD.
- Lead strategy for digital and social video for large and small media brands
- YouTube strategist
- Clients include: Human Rights Campaign (HRC) , Men's Journal, Men's Fitness, HipHop Caucus,
- Northwestern University, FBE Media, LA Times , ET Live/CBS, edsource.org, Ygrene, Brave Thinking Institute, Root Vegetable Chips, Eve Buigues (Musician)
- Full scale media production and post production
- Content creator
- Writer and producer
- Podcast producer

Documentary Producer

2019 – Present (Freelance)

EdSource, Los Angeles

- Producer of feature length documentary and short video content for streaming and television broadcast

Documentary Producer (Freelance)

April- May **2019 (2 months)**

Entertainment Tonight, Los Angeles, CA

- Casting, research, scheduling for unscripted series

Director of Video

2017 - 2018

LA Times Studio, Tribune Publishing, Los Angeles

- Managed staff (8 people) budget and expenses; recruited and hired new team members
- Managed development and launch of news content and product across Tribune Publishing's 9 market
- Launched original scripted and non-scripted series from development, casting, research, and production through programming for LA Times Studio Productions
- Saw projects through concept to deliverables
- Partnered with audience engagement and audience growth, and events, developing new audiences and creating engaging content across multiple platforms for audience growth
- Launched original scripted and non-scripted series and programming for syndication partners (YouTube/Hulu/Roku/OTT /Streaming)
- Developed social media and YouTube content strategy for LA Times and Tribune Publishings 9 markets
- Edited and approved all video copy and story angles
 - Managed video operations and KPI performance strategy and provided direction on industry requirements that resulted in increase of daily video output and revenue
- Executive Producer of LA Times Studio Live Events

Director of Video Content Strategy and Operations

2015 - 2017

Wochit Video Creation, New York, NY

- Managed staff (90 people) budget and expenses; recruited and hired new team members
- Worked on roadmap to successful strategy for video product
- Oversaw the production of 400 news and social media videos per day

- Managed development and launch of news content and product for Wochit's O&O
- Launched original scripted and non-scripted series and programming for syndication partners (MSN, AOL, Yahoo, Pluto, Calkins Media/OTT /Streaming)
- Developed social media strategy on Facebook and Instagram for O&O brand, *Infobytes*
- Trained team in video, writing, researching archives and best use practices for journalism
- Managed creator operations and KPI performance strategy and provided direction on industry requirements that resulted in increase of daily video output and revenue
- Worked with business development and sales on global syndication, distribution and monetization of content across multiple partners/platforms/publishers to grow business worldwide

Executive Producer of Video

2014 - 2015

Chicago Tribune, Chicago, IL

- Oversaw all editorial, development and production (field and studio)
- Managed staff (8 people) budget and expenses; recruited and hired new team members
- Directed/deployed producers and teams on daily coverage, breaking news and programming
- Edited and approved all video copy, story angles
- Generated daily segment and enterprise/long-form stories for digital vertical series
- Live Events

Executive Producer/Editor

2010 - 2012

WUSF Public Media, Tampa, FL

- Lead public media digital local journalism project NPR/PBS (CPB Funded)
- Managed staff (7 people) budget and expenses ; recruited and hired new team members
- Executive produced long and short form documentaries, a television series broadcast weekly, radio packages, podcasts and original online reporting for thehealthystate.org
- Led and trained field producers
- Edited and approved all video copy, story angles
- Met with executive board on strategy and direction of program mostly
- Live Events

Senior Video Producer

2006 - 2009

Newsweek, New York, NY

- Wrote and produced original series and video documentaries.
- Planned and field produced documentary shorts
- Post production editing
- Hired and managed freelance video producers
- Technical producer Newsweek On Air, podcast

Senior Producer/Director

1999 – 2005

ICCROM/United Nations, Rome, Italy

- wrote, produced and edited promotional documentaries.
- web manager, architect
- digital photo archivist

Adjunct Lecturer: Northwestern Medill College of Journalism (2013-2015) Developed educational materials for students within the Video and Multimedia Storytelling course at the Medill College of Journalism, provided effective education and support, stimulated student interests in the industry and designed engaging learning materials to drive retention.

Guest Lectures: Documentary Filmmaking Guest Lecturer, Presenter, University of Southern California, (2019) | Northwestern University (2013-2019) | Documentary Filmmaking Guest Lecturer, Xin Hua Broadcasting, Beijing, China (2013) | Multimedia Instructor, Poynter Institute (2010) | TA Video and Film Production, New York University (2006-2007)

Broadcast and Public Screenings: Structures - PST/Getty "Thoughts While Dying" (2017) | Pasadena International Film Festival "Uniform Betrayal: Rape in the Military" (2014) | Ft. Lauderdale International Gay and Lesbian Film Festival "Life @ the end (2011) | Xin Hua Broadcasting, Beijing, China "Uniform Betrayal: Rape in the Military" (2013) | WUSF Screening, "Uniform Betrayal: Rape in the Military", "Life @ the end" (2012, 2011) | Track Sixteen Gallery "Troubles At Home" (2007); PBS across the country.

Skills

Pre-production Trend research; casting; video media strategies including digital, social, podcast, traditional; VR, 360, OTT, SVoD, VoD, streaming - ALL OF IT.

Production and post production skills: Videography (Sony A7 series, Sony FS7, FS6, Canon, C100, R3 Panasonic AG-DVX20), Audio, (Zoom, H4N), own and operate both a Mavic Air Pro drone and Zhiyun Crane gimbal;

Post-production; Final Cut Pro, Adobe CS, Premiere, After Effects, Photoshop, Audition, Lumetri color correction expert;

Multi-Cam Studio production, Tricaster and Streamyard

Analytics: Adobe Experience, Tabula, Google Analytics, BI

Awards and Honors: McClatchy Presidents Award 2022 | California News Publishers Association Multiple Award Winner (2022) | Society of Professional Journalists Excellence in Journalism Award Winner Video Portfolio (2022) | California News Publishers Association Winner (2021) | Education Writers Association Best Documentary Winner (2020) | California News Publishers Association 1st Place Winner (2020) | Society of Professional Journalists Winner (2013) | Emmy Winner (2012) | Emmy Winner (2011) | NYABJ Award Runner-Up (2010) | GLAAD Media Awards Winner (2009) | Front Page Newswoman's Award Winner (2009) | The New York Press Club Winner (2008, 2009) | Emmy Nominee (2007) | American Medical Journalists Winner (2007) | The Deadline Club Winner (2008) | National Press Club Winner (2008) | Best of the Web Awards Winner (2008) | MPA Digital Awards Winner (2007) – Recognized for exceptional journalistic activities

EDUCATION AND CREDENTIALS

Bachelor of Arts degree with a major in History
San Francisco State University – BA completed

Professional Certifications and Training
Film, Video, and Broadcast Certification Completed
New York University