

Jennifer Molina

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Documentary and visual storyteller

Award-winning documentary storyteller and visual journalist. Skilled at managing teams, building cross department and external partnerships, Adept at building impactful content strategies working internally, cross departmentally and externally with outside experts and . Thrives on working in a fast-paced environment with tight deadlines. Extensive background in visual content for publishing. Experience in global media, national newsrooms, mobile/digital verticals, social media, field producing, developing and executing concepts.

Forte:

Producer/ director long-form documentary and short video content

Production supervisor, manager

Generating and developing story ideas

Content strategy

Tailoring content for varied audiences

Developing creative opportunities

Archival research

YouTube strategist

Live-streaming, webcast

Experience

Video and multimedia strategy editor (director)

2021- present - *McClatchy Publishing, Los Angeles*

Responsible for deploying McClatchy's video and multimedia strategy across its small and midsize newsrooms. Manage a team of video producers who pitch, report, curate and produce daily and long-form documentary style video/audio stories, and vertical series in order to elevate powerful, relevant journalism and grow the McClatchy audience. Work with editors, writers, product to develop workflow processes for developing and curating visual content. Coach visual journalists in small and midsize newsrooms in developing the best approach, style and tone for larger visual and multimedia packages. Created and implemented social media and YouTube content strategy for all markets (30). Partner and collaborate with audience engagement, audience growth and, product in developing new audiences and platform experiences using engaging creative and compelling content across multiple platforms for greater audience reach. Executive produce corporate live stream events.

Documentary Producer

2019 – Present (Freelance) - *EdSource, Los Angeles*

Research and produce feature length documentaries and short video content for streaming and television broadcast.

Documentary Producer (Freelance)

2019 (2 months) - *Entertainment Tonight, Los Angeles*

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. Worked with editors, writers, product to develop workflow processes for developing and curating visual content. Launched original scripted and non-scripted series from development, casting, research, and production through programming for LA Times Studio Productions. 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

Director of Video Content Strategy and Operations

2015 - 2017 - *Wochit Video Creation, New York*

Managed staff (90 people) budget and expenses; recruited and hired new team members. 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 (YouTube, MSN, AOL, Yahoo, Pluto, Calkins Media/OTT /Streaming). Developed social media strategy on Facebook and Instagram for O&O brand, *Infobytes*. Worked with creators, writers, product to develop workflow processes for developing and curating visual content. 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*

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, content curations, breaking news and programming. Edited and approved all video copy, story angles. Generated daily segment and enterprise/long-form stories for digital vertical series.

Executive Producer/Editor

2010 - 2012 *WUSF Public Media, Tampa*

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 pack ages, podcasts and original online reporting for thehealthystate.org. Trained field producers. Edited and approved all video copy, story angles

Senior Video Producer

2006 - 2009 *Newsweek, New York*

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 *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.

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 Documentary (2020) | Society of Professional Journalists Winner (2013) | Emmy Winner Documentary (2012) | Emmy Winner Short News (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 (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