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ZACH LONG

DETAILED EXPERIENCE & ACHIEVEMENTS

Omaha World-Herald, Omaha, Neb – *Digital Director*

2015 – PRESENT

- As Digital Director, I oversee all sports and news online operations including analytics, innovation and execution of goals.
- I mentor staff on analytics integration into workflow in order to produce content that grows our audience.
- I take on daily management of a video and photo staff. This includes mentoring, scheduling and assisting staff with a multitude of daily and long term projects.
- As a member of the newsroom's leadership team, I facilitate communication between the online/visuals department and a 120 person general staff to meet daily, weekly and yearly goals.
- I am in charge of the newsroom's video innovation and daily implementation across product lines
- I am the lead producer on several podcasts for Omaha.com.
- I have helped facilitate several national video awards for our visuals staff including regional emmy nominations and film festival debuts.
- I have spearheaded the newsroom's social media action plan across platforms including twitter, facebook and instagram.
- Personally produce documentary, news and sports video features on a weekly basis.

Lubbock Avalanche-Journal, Lubbock, Texas – *Multimedia Editor*

2008 – 2015

- Promoted from staff photojournalist position in 2009.
- Was placed in charge of rebuilding the photo and multimedia department of the newspaper.
- Managed a staff of four photojournalist while being part of the newsroom's leadership team.
- Launched the newspaper's video storytelling efforts and lead production of over 500 multimedia pieces during first year in charge of department.
- During my tenure in Texas, we accumulated over 12 million video views in a small market.

- In 2012, I created a Texas Tech football pregame show that led to a \$60,000 title sponsorship. The show generated over 50,000 views during my three years in Lubbock. For my efforts on the pregame show I received the Williams S. Morris Innovation Award from Morris Communications.
- The same year, we launched a Texas High School Football show that generated \$7,000 in sponsorship.
- The following year, the Avalanche-Journal became one of the first newspapers in the country to debut a hunting and outdoors show. West Texas Outdoor Adventures gained over \$10,000 in sponsorships during the first year of production. In addition to creating the concept, I produced, filmed and hosted the show.
- In 2012 I was awarded first and third place from the Texas Associated Press Managing Editors contest for video storytelling.
- During my entire tenure in Lubbock, I was an active staff photojournalist completing daily photo and video assignments in addition to all other management duties.
- Was a regular contributor to local sports radio, including as a college football analysts on Texas Tech pregame shows.

Additional skills:

- Proficient with video and photo editing systems including Final Cut Pro and Photoshop.
- Proficient with audio gathering and editing via multiple softwares.
- 5+ years of on camera reporting experience in both a formal and casual setting.
- Experienced with live streaming video events.
- Strong ability to manage under an ever changing, deadline driven, high pressure environment.
- 10 + years of voice over and podcasting experience
- Strong passion for evolving products via social media platforms.