

JENN RUBIN

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**Multimedia content producer and reporter with additional experience in Web design,
PR, conference planning, and social networking**

PROFESSIONAL EXPERIENCE

NBC 7NEWS BOSTON

May 2006 - July 2007; Dec. 2009 - Present

Web Producer

Boston, MA

- Write, edit, and package breaking news stories and other content for the station's site, WHDH.com
- Manage 7NEWS social networking pages, including Facebook, Twitter, and YouTube accounts
- Prepare daily reports for news producers on site statistics using Google Analytics
- Foster collaboration between online and broadcast news departments
- Propose ideas for online content that can accompany and bolster on-air news coverage
- Supervise and train part-time cyber journalists and interns
- Encode, upload, and format video from broadcasts using WorldNow and Avid
- Successfully increased the frequency with which CNN.com links to stories on the 7NEWS site

COURTLAND BROOKS – SOCIAL NETWORKING CONSULTANCY

May 2009 - Dec. 2009

PR Manager

Los Angeles, CA and Boston, MA

- Employed by Mark Brooks, one of the leading experts on social networking and online dating
- Wrote posts for Social Networking Watch (SNW) and Online Personals Watch (OPW) – top resources for business news about social networking and Internet dating, respectively
- Interviewed social networking and Internet dating executives for both SNW and OPW
- Developed press releases for clients, including PlentyofFish, one of the country's most trafficked online dating sites
- Helped plan, recruit speakers, manage websites, and organize press coverage for the Social Networking Conference and the Internet Dating Conference (the largest business convention and trade show for the online personals and matchmaking industries)

CBS 2/KCAL 9 LOS ANGELES

Sept. 2007 - Dec. 2007

Freelance Online News Producer

Studio City, CA

- Reported on local events and covered breaking news for CBS2.com and KCAL9.com
- Posted video online and created photo galleries to accompany Web articles

BOSTON.COM – THE WEB SITE FOR THE BOSTON GLOBE

May 2004 - May 2006

Content Intern for Arts & Entertainment, Travel, and Your Life sections

Boston, MA

- Covered entertainment and political functions around the Boston area
- Researched restaurants and cultural venues for articles, photo galleries, and other projects
- Major assignments included "The Boston Gym Guide," "New England's Most Romantic Getaways," and "Trips on a Tank (of Gas)"

CITYSEARCH.COM

May 2008 - Dec. 2009

Freelance Correspondent and Editorial Content Intern

Los Angeles, CA and Boston, MA

- Wrote restaurant, hotel, and event previews
- Created round-ups on topics such as Boston's best birthday bars and Los Angeles pastry experts' dessert recommendations

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– PAGE 2 –

COMMUNITY NEWSPAPER COMPANY

Correspondent

Oct. 2005 - Feb. 2007

Waltham, MA

- Reported on news and events for several community newspapers around Greater Boston
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EDUCATION AND TRAINING

MASTER OF ARTS – ONLINE JOURNALISM

University of Southern California Annenberg School for Communication & Journalism

2007 - 2009

Los Angeles, CA

BACHELOR OF ARTS – ART HISTORY

Brandeis University
Graduated magna cum laude

2002 - 2006

Waltham, MA

TECHNICAL SKILLS

SOFTWARE: Microsoft Office applications, Photoshop, Illustrator, Flash, iNews, QuarkXPress, FileMaker, SoundStage, and HomeSite

VIDEO EDITING TOOLS: Avid and Final Cut Pro

OTHER: HTML, CSS, JavaScript, SEO, working within content management systems, and using a tape library