

# IAN HILL

Digital Leader, Innovator and Strategist  
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## RECENT ACCOMPLISHMENTS AND RESPONSIBILITIES

### **ABC10/KXTV**

Sacramento, California

*Director of Digital Strategy*

March 2014 – present

*Executive Producer of Digital  
and Social Media*

March 2013 – March 2014

*My strategies led ABC10 to more than double its online traffic in two years, and under my direction the station rose from no. 4 to no. 1 among local news organizations on social media.*

- Oversee digital and social media for the ABC affiliate in one of the country's top 20 television markets
- Create and execute strategies to engage, maintain and grow the station's audience on digital and social media
- Manage and direct a six-member digital media team
- Work closely with sales and marketing departments to create and execute strategies for increasing revenue

### **TEGNA**

McLean, Virginia

*Social Leadership Team  
member*

August 2014 – present

*I was chosen to train journalists across the country in social media best practices and to serve as a liaison between TEGNA and major tech companies like Twitter.*

- One of four digital leaders selected to help oversee social media efforts for one of the nation's largest media corporations
- Travels to other TEGNA stations across the country to train reporters, anchors and others in social media best practices
- Helps manage company-wide launches of social products
- Collaborates with vendors and tech companies to ensure TEGNA stations are following best practices for social media

### **KQED**

San Francisco, California

*News Engagement Producer*

July 2012 – March 2013

*Online Community Engagement  
Specialist for News*

October 2010 – July 2012

*I built and launched a social media infrastructure for news at the country's most-listened-to NPR affiliate.*

- Collaborated with listeners to produce digital and social content
- Created and implemented successful social media strategies
- Provided training and support for reporters, editors and managers on social media and digital innovation
- Created and supported partnerships with tech startups
- Developed partnerships with other media organizations

## **OTHER RELEVANT EXPERIENCE**

### **San Joaquin Media Group**

Stockton, California

*Web Content Producer*, January 2009 – October 2010

*209Vibe Editor/founder*, March 2007 – January 2009

*Music and Entertainment Writer for The Record daily newspaper*, April 2005 – March 2007

### **The Vindicator**

Youngstown, Ohio

*Staff Writer*, April 2001 – April 2005

### **The Courier**

Findlay, Ohio

*Staff Writer*, October 1998 – April 2001

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## **PROFESSIONAL ORGANIZATIONS**

### **Online News Association (ONA), Sacramento chapter**

*Board chair*

January 2014 – present

- Launched a series of professional development events about social media and digital journalism with an average of 20 attendees per event
  - Doubled the number of members of the Board of Directors
  - Increased ONA Sacramento's Meetup group membership by 30 percent
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## **EDUCATION**

### **E.W. Scripps School of Journalism**

**Ohio University**

Athens, Ohio

*Bachelor's of Science in Journalism*, September 1998

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