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| Frank PokorneyDIGITAL MEDIA LEADERDetailsWest Islip, NY516-369-3201fpokorney@gmail.comLinks[LinkedIn](https://www.linkedin.com/in/fpokorney/)[frankpokorney.com](www.frankpokorney.com) Skills

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| Social Media  |
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| Newsroom Leadership |
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| Writing |
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| Video Editing |
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| Project Management |
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| Digital Analytics |
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 | Communications and Journalism ExperienceDirector of Digital News at News 12 Networks, MAY 2023 — PRESENT* Outline and execute strategic vision for all seven News 12 regions on digital platforms.
* Collaborate with engineering team on new products and workflow improvements.
* Analyze digital metrics, study consumption habits to make data-driven editorial decisions based on user interest.
* Identify key revenue areas and communicate these items to the sales teams for potential sponsorships.
* Lead the digital team to consistently execute journalism best practices.
* Collaborate with newsrooms throughout the News 12 networks on optimal integration and fostering a multiplatform storytelling environment.
* Coordinate social media plans and breaking news with push alerts.
* Manage the News 12 newsletter vertical.
* As a key digital news leader, helped digital business grow 50% in audience and page traffic in the last five years. User growth led to significant revenue increases of more than 600% during this time.

Assistant News Director - Digital at News 12 Networks, JANUARY 2021 — MAY 2023* Took a leading role in the production and publishing of award-winning News 12 special projects on digital platforms.
* Played a key role in the creation of News 12's first unique digital streaming channel, News 12 New York.
* Worked directly with the vice president of digital news to identify areas of metrics and revenue growth on News 12 digital platforms.
* Acted as the liaison between developers and editorial groups to provide feedback on product and workflow improvements.
* Routinely trained the editorial staff on editorial best practices and journalism trends.
* Worked closely with digital staff on integration of key back-end systems.

Executive Producer - Digital at News 12 NetworksMARCH 2010 — JANUARY 2021* Outlined and approved daily editorial story plans with each News 12 region and News 12 Digital staff.
* Worked with News 12 Digital managing editors to identify story trends through metrics feedback.
* Executed editorial and technology planning for national and local election coverage every year.
* Was the News 12 digital lead on back-end integration between News 12 and Newsday digital systems while companies were combining.
* Was lead News 12 digital resource on co-authored special projects with Newsday.
* Assisted lead developer with constant improvements and upgrades to the ground-breaking News 12 OTT set top box product.
* Played a key role in hiring and infrastructure creation of the News 12 en Español product.

Managing Editor - Digital at News 12 NetworksSEPTEMBER 2006 — MARCH 2010* Assisted executive producer with daily story plans on the digital platforms.
* Was responsible for copy editing of all digital stories.
* Scheduled all producer shifts for News 12 Digital.
* Assisted project manager with implementation of workflow and technology improvements.

Producer - Digital at News 12 NetworksMAY 2004 — SEPTEMBER 2006* Identified stories to assist editorial managers with daily coverage plans.
* Wrote stories and edited video for News12.com and the Channel 612 OTT product.
* Responded to breaking news coverage with timely updates as stories developed.
* Cultivated relationships with all News 12 newsrooms for increased communication with assignment desks, linear producers and reporters.

Media Relations Manager at Long Island DucksJANUARY 2000 — MAY 2002* Created the Long Island Ducks media relations operation from scratch.
* Cultivated relationships with major media outlets ahead of the Ducks inaugural season in 2000.
* Identified key storylines with the team and pitched these to media outlets.
* Managed press box operation and wrote game summaries throughout the season.
* Frequently assisted with groundskeeping and ballpark operations.

Award HighlightsEmmy AwardsCrime, Long Form Content: "Buried Secrets" - 2021Health/Medical: "Vaccine Tourism" - 2021Interactivity: "House Explosion" - 2006Edward R. Murrow Regional AwardsDigital: "Sandy: 10 Years Later" - 2023Excellence in Innovation: "Saving our Shores" - 2023News Documentary: "Buried Secrets" - 2022Digital: "Gilgo Beach: Unsolved" - 2021Excellence in Innovation: "The New Normal" - 2021Press Club of Long Island Awards: Bob Greene Public Service Award"The New Normal" - 2022EducationBachelor of Arts, Loyola University Maryland, Baltimore, MDSEPTEMBER 1994 — MAY 1998* Degree in communications with a focus on journalism.
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