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| Frank Pokorney    DIGITAL MEDIA LEADER Details West Islip, NY  516-369-3201  [fpokorney@gmail.com](mailto:fpokorney@gmail.com) Links [LinkedIn](https://www.linkedin.com/in/fpokorney/)  [frankpokorney.com](www.frankpokorney.com) Skills  |  |  | | --- | --- | | Social Media | | |  |  |  |  |  | | --- | --- | | Newsroom Leadership | | |  |  |  |  |  | | --- | --- | | Writing | | |  |  |  |  |  | | --- | --- | | Video Editing | | |  |  |  |  |  | | --- | --- | | Project Management | | |  |  |  |  |  | | --- | --- | | Digital Analytics | | |  |  | | 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 Networks MARCH 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 Networks SEPTEMBER 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 Networks MAY 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 Ducks JANUARY 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 Awards Crime, Long Form Content: "Buried Secrets" - 2021  Health/Medical: "Vaccine Tourism" - 2021  Interactivity: "House Explosion" - 2006 Edward R. Murrow Regional Awards Digital: "Sandy: 10 Years Later" - 2023  Excellence in Innovation: "Saving our Shores" - 2023  News Documentary: "Buried Secrets" - 2022  Digital: "Gilgo Beach: Unsolved" - 2021  Excellence in Innovation: "The New Normal" - 2021 Press Club of Long Island Awards: Bob Greene Public Service Award "The New Normal" - 2022 EducationBachelor of Arts, Loyola University Maryland, Baltimore, MD SEPTEMBER 1994 — MAY 1998   * Degree in communications with a focus on journalism. |