

# AKIKO ODA

Web Producer | Videographer | Copyeditor

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## SUMMARY

Tech-savvy, detail-oriented web editor with a passion for powerful storytelling. Expert in producing multimedia content to establish and build readership. Strengths include social media, copyediting, and shooting and editing videos and photos. Contact me at [oda.akiko3@gmail.com](mailto:oda.akiko3@gmail.com) for more information.

## EXPERIENCE

**KUOW PUBLIC RADIO**, Seattle, WA  
*NPR-affiliate serving Puget Sound*

Jan. 2014 – April 2014

### Freelance Web Producer

- Copyedited and composed daily articles using AP Style with timely and accurate headlines for the website
- Assisted in managing social media accounts to share content and drive reader engagement
- Produced videos and photo slideshows to enhance stories; designed a digital magazine using iBooks Author
- Collaborated with the web staff to carry out short- and long-term projects, including fundraising campaigns

**PATCH.COM**, Gig Harbor, WA  
*AOL's network of hyper-local news websites*

Oct. 2010 – Aug. 2013

### Online Editor

- Established readership to 22,000 monthly unique visitors with more than 3,000 daily email subscriptions
- Created digital content and covered breaking news with SEO-friendly headlines for multiple sites
- Led video initiatives for the Seattle team; provided training and guidance for 15 editors
- Managed social media channels for real-time coverage and audience engagement
- Tracked web and social media analytics to determine content and traffic performance
- Demonstrated teamwork with sales managers to maximize business partnerships and drive profitability

**KVAL-TV**, Eugene, OR  
*CBS-affiliate television station covering central and western Oregon*

July 2010 – Oct. 2010

### News Producer

- Produced morning and noon newscasts in a high-pressure environment with minimal supervision
- Edited videos and photos for newscast and website to add depth to stories
- Acted as the communication liaison for the production crew, anchors, and guests

**KOMO-TV**, Seattle, WA  
*ABC-affiliate television station*

Aug. 2009 – Dec. 2009

### Problem Solvers Intern

- Pitched story ideas to Problem Solvers' team; logged daily tip lines and emails from viewers
- Conducted research and interviews with sources for potential stories
- Maintained and organized database for a project focused on neglected children and Child Protective Services

**KOMU-TV**, Columbia, MO  
*NBC-affiliate television station covering Mid-Missouri*

June 2008 – June 2010

### Reporter/Producer/Web Editor

- Shot, wrote, and edited material as one-man band multimedia reporter, including day-of-turn stories, live shots, breaking news, and investigative stories
- Produced morning show, 5 p.m., 6 p.m., and 10 p.m. newscasts
- Managed Facebook and Twitter channels to post up-to-date information and breaking news

## EDUCATION

University of Missouri, Missouri School of Journalism, May 2010  
Bachelor of Journalism (Radio-Television); Minor in Political Science

## SKILLS

- Fluent in English and Japanese
- Proficient with social media platforms, including Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo, Pinterest, CoverItlive, Storify, Medium
- Video editing skills include Final Cut, iMovie, Avid NewsCutter, EDIUS

- Technical skills include Microsoft Office, Adobe Photoshop, Core Publisher, iBooks Author

### **MEMBERSHIPS**

Asian American Journalists Association