



Ronald Keller

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PROFESSIONAL SUMMARY

Proven skills in overseeing teams, stories and the editorial direction of the newsroom. Excellent communication, multitasking and problem-solving abilities with an analytical and adaptable approach.

ACCOMPLISHMENTS

- 2019 Carole Kneeland News Manager Fellowship
- SoCal Emmy: Breaking News: "2017 Thomas Fire"
- SoCal Emmy: Breaking News: "2015 Refugio Oil Spill"
- 2006 ADDY: Best Image Campaign
- RJI Reynolds Journalism Fellowship
- Scripps-Howard Journalism Scholarship

SKILLS

- Leading teams
- Social media proficiency
- AP style expert
- Copy Editing
- Broadcast media
- Detail-oriented
- Project Management
- Customer Service
- Developing content
- Coordinating stories

WORK HISTORY

EXECUTIVE PRODUCER 10/2020 to CURRENT

KVVU-TV | Las Vegas, NV

- Supervised producers, reporters and anchors in the production of 5 hours of news programming at the #1 station in the Las Vegas Valley.
- Oversaw promotions, edited scripts, and helped plan reporter stories and live locations.

NEWS DIRECTOR 07/2018 to 10/2020

KION-TV (CBS)/KMUV, Telemundo | Salinas, CA

- Oversight of a newsroom staff of 25 creating 28 hours of news per week
Successfully launched weekend 5pm newscast that quickly became #1 in its time period
- Enhanced web and social media presence by devising firm digital deadlines, assigning MMJs Facebook Lives, coordinating livestream opportunities during breaking news to leverage viewers from digital platforms to linear channel and vice-versa
- Expanded live On-the-Road "Central Coasting" Specials from four to nine times a year Work closely with General Manager and Department Managers to ensure station objectives are being met
- Continually coordinate with digital content director to develop strategies to

cross-promote unique coverage including Garlic Festival Shooting, Covid-19, and Central Coast Wildfire Coverage

- Redesigned news set and updated graphics to enhance and modernize on-air look.

ASSISTANT NEWS DIRECTOR

05/2016 to 07/2018

KEYT (ABC)/KCOY (CBS)/KKFX | Santa Barbara, CA

- Supervised daily news coverage of 45+ staff in a local triopoly in market 126 Oversaw editorial content and story assignments, guided reporters and producers in news gathering process
- Planned coverage of special events and projects including elections, and on-going breaking news coverage
- Helped lead 5pm & 6pm newscasts to #1 in HH and in Adult 2554 demographic in Feb 2018 2 Pacific Southwest Emmy Awards for 2015 Refugio Oil Spill and 2017 Thomas Fire and Montecito Mudslides.

EXECUTIVE PRODUCER

05/2014 to 05/2016

KEYT (ABC)/KCOY (CBS)/KKFX | Santa Barbara, CA

- Managed recruiting, hiring, scheduling, performance reviews and approved request for time off for 8 news producers Divided content coverage and executed separate strategies for different audiences on different stations and digital platforms
- Drove new content initiatives and worked with station news management, supervise overall content strategy for keyt.com
- Elevated training and closely guided new producers on best practices for news and tease writing, and showcasing leads and stories within newscast.

BROADCAST JOURNALISM INSTRUCTOR

08/2013 to 05/2014

PHOENIX UNION HIGH SCHOOL | Phoenix, AZ

- Taught journalism research, writing, media law and ethics at South Mountain High School magnet program Yearbook instructor.
- Trained students on content creation, photography and graphic design
- Led weekly student-produced news program, "Jag News" which won 19+ Arizona Interscholastic Press Awards.
- Guided students in applications for colleges, grants and scholarships

PHOTOJOURNALISM INSTRUCTOR

08/2009 to 05/2013

CARTWRIGHT ELEMENTARY SCHOOL DISTRICT | Phoenix, AZ

- Taught middle-school students in basics of photography and journalism: AP writing-style, inverted pyramid, attribution, and more Yearbook and daily student-led broadcast instructor.

CREATIVE SERVICES DIRECTOR

11/2006 to 08/2007

KREM-TV, CBS | Spokane, WA

- Managed 7-member promotions team to execute marketing strategies across linear and digital platforms including daily topical and image campaigns for radio and print
- Oversight creative for \$200,000 launch of new set, graphics, and music package
- Led creation for new station logo and new look for website.

NEWS PROMO MANAGER

08/2005 to 11/2006

WCCO-TV, CBS | Minneapolis, MN

- Supervised small staff to create specialized newscast opens, headlines and topical promotions for all newscasts
- Employed research strategies to improve #2 to #1 at 5pm and 10pm during several sweeps periods.

NEWS PROMO MANAGER

12/2003 to 08/2005

KUTV-TV, CBS | Salt Lake City, UT

- Revamped morning and evening topical promotion Created image promotions that bolstered new station brand Supervised sweeps promotion, media buys & inventory placement
- Experienced HH & Demo ratings growth in mornings, 5pm and 10pm newscasts.

TOPICAL BRAND MANAGER

09/2000 to 12/2003

WSB-TV, ABC | Atlanta, GA

- Managed early fringe and prime-time topical production that expanded ratings growth of dominant ABC affiliate in top-ten market
- Produced sweeps image and proof-of-performance, and special event promotions (9/11 Memorial, Year-Enders).

NEWSCAST PRODUCER

08/1998 to 09/2000

WSB-TV, Weekend AM & Mornings | Atlanta, GA

NEWS PRODUCER

07/1997 to 08/1998

WJXT-TV | Jacksonville, FL

NEWS PRODUCER

09/1994 to 06/1997

WPEC-TV | Palm Springs, FL

WEEKEND NEWS PRODUCER

07/1993 to 09/1994

WINK-TV | Meyers, FL

EDUCATION



Digital Marketing Certificate	<i>EXPECTED IN 01/2022</i>
University of California - Davis, Davis, CA	
Master Elementary Education	2009
Washington State University	
B.A. Broadcast Journalism	1987
Pepperdine University	