

JAMES OKUNGU

MULTIMEDIA PRODUCER

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Visual storyteller who combines global experience with an MA in journalism to create engaging, inspiring content.

Multimedia producer with significant years of experience developing content for digital, broadcast and social media platforms in roles with large news organizations, media and marketing agencies, and independent clients. Proven success breaking news and identifying viral content in fast-paced, dynamic environments.

Valued collaborator and exceptional communicator, adept at negotiating content fees and usage, securing permissions, building relationships with influencers, and pitching and partnering on stories that drive traffic and generate buzz.

SKILLS & EXPERTISE

- Excellent Writing & Editing
- Video, Audio & Photo Production & Editing
- Sourcing, Negotiating & Managing Assets
- Exceptional Sense of Accountability
- Great Attention to Detail
- Excellent Interpersonal & Communication Skills
- Content Management Systems
- Software: Adobe Premiere, Photoshop, InDesign
- Lightroom, Bridge, Audition, Final Cut, Media Grid, Merlin

PROFESSIONAL EXPERIENCE

FOX BUSINESS

PHOTO EDITOR

8/2019 – 9/2020

- **Championed breaking news content that drove significant traffic, shares, and comments** by leveraging expertise in visual content to advocate for lede photo selection, launch in-story photo placement and refreshing of HP images
- **Designed montages, collages, photo illustrations and slideshows** to boost story performance

SELECT PROJECTS & ACCOMPLISHMENTS:

- **Developed and executed asset usage training** for the entire team covering disinformation tactics and social media policy, copyright law, defamation and best practices for identifying strong storytelling photos and imagery
- **Collaborated with designers to rebrand the website and official app** from the ground up, providing vital input on photo and slideshow optimization, placement and usage, delivering historically high traffic
- **Implemented and monitored AP Style** caption writing and attribution of visual assets to meet industry standards and fulfill legal mandates
- **Launched a photo database** to archive clearance sheets for acquired social media assets and PR releases securing them for future reference in legal arguments

ABC NEWS

PHOTO EDITOR

5/2017 – 8/2019

- **Selected best images for top stories, wrote captions and headlines;** used AP style and key words to advance SEO
- **Supported news coverage on top shows** including "World News Tonight," and "GMA"
- **Shot and curated impactful visual content that enhanced storytelling;** pitched creative, thoughtful photos and story ideas across broadcast, digital platforms, and social media including for "On Location"
- **Researched, verified, and cleared photos with Rights & Clearances;** negotiated fees with photo agencies and photographers; tracked usage and permissions
- **Co-produced "Popcorn with Peter Travers"** photographing celebrity interviews and BTS content
- **Produced "World in Photos" and "This Week in Pictures"** for ABC News Live

SELECT PROJECTS & ACCOMPLISHMENTS:

- **Recognized for breaking news of President Donald Trump’s** visit to Iraq by spotting initial wire photos, enabling airing of “Special Report” and publishing of the digital story
- **Pitched and produced engaging content**, partnering with photographers, transcribing interviews, writing and editing copy to develop and publish stories about a Muslim-American teen boxer and an undocumented activist, among others
- **Garnered significant shares, comments, and responses** with a personal essay about son’s autism, pitching and creating the project from concept to publication. Essay was applauded by The New York Times
- **Partnered with international correspondents** on asset delivery and production including a story of an American man unexpectedly freed after 2 years in a Russian jail while on trial over a cleaning product

NBC NEWS

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4/2015 – 1/2017

- **Built and maintained media assets;** retouched, toned, and color corrected digital content, built galleries, GIFs and splits; wrote and edited copy, headlines and captions
- **Sourced, cleared and licensed** social content and UGC (photos and videos) during breaking news

SELECT PROJECTS & ACCOMPLISHMENTS:

- **Oversaw entire US photo department** as the sole overnight producer, securing images and video from network partners and liaising with London Bureau staff to deliver visually captivating and immersive content
- **Researched and wrote copy for photo essays** by identifying strong story-telling images
- **Championed breaking news by securing and clearing** viral social media content
- **Partnered with International correspondents** on breaking global news such as the terrorist attacks in France, making editorial decisions including homepage lede photo and slideshow production

RELATED EXPERIENCE

C-SQUARED, COCKTAILS & CONVERSATIONS

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6/2020 – Present

- **Develop compelling, immersive, and creative content** to increase engagement and following on social media
- **Execute field production**, conducting in-person and virtual interviews
- **Script episodes and produce stories**, programming and publishing content that elevates the audience’s experience
- **Run social media promotions** on Facebook, Twitter, Instagram, YouTube and Snapchat
- **Live Stream show segments** and engage viewers via chat, taking feedback and monitoring content reception

ADDITIONAL EXPERIENCE

- Multimedia Producer (Consultant) Pact Inc.
- Social Media Marketing Assistant, FUELED
- News Assistant, NY Public Radio
- Reporter, WTIU-TV (PBS)
- Multimedia Instructor, Indiana University
- TV Content Executive, KISS TV
- Production Coordinator, Write-On
- Production Assistant, Editrack

EDUCATION

MA, Journalism, Indiana University, Bloomington, Indiana

BA, Social Studies (Psychology), Moi University, Kenya