

Jonathan Coffman www.JonathanCoffman.com

ADDRESS

Available Upon Request

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KEY SKILLS

- Social media analysis
- New media interpretation and development including innovative content delivery system implementation
- Online community building
- Excellent written and verbal communication skills
- Generating original content for non-traditional media presentation
- Excellent interpersonal and team skills to lead and organize employees and peers toward common goals
- Entrepreneurial and innovative spirit
- Reporting, editing, and communication skills across print, radio, television, and online
- Programming language basic proficiencies in XHTML/CSS/PHP/Ruby on Rails/SQL
- Design and Creative proficiency in Adobe Flash/Flex/AIR/Photoshop/Illustrator/InDesign/Dreamweaver/Avid/Final Cut Pro and multiple commercial and open-source content management systems

Visit my web site and blog for work examples and a portfolio of selected accomplishments.

Profile

Using my journalistic and inquisitive eye I'm able to generate new and exciting ideas for content delivery using new or existing frameworks. My ability to take new ideas and concepts and translate them in team and managerial style as well as communicate the technical feasibility and usage allows me to effectively lead and organize new communication initiatives.

Managerial Experience

ASSOCIATE PRODUCT MANAGER, PBS ENGAGE - MAY 2008-PRESENT

As the sole product manager for PBS Engage I conceived, planned, and developed the agile product development process for the social media laboratory of the Public Broadcasting Service. My team launched multiple successful pilots, as well as enterprise-level social media components including a "commenting engine", a "UGC Story submission tool", and a national rollout strategy and technology platform for widgets.

Journalism Experience

WEB EDITOR/REPORTER - KOMU-TV 8 - AUG 2005-PRESENT

I produced unique online content on a daily basis, coordinated and produced multi-platform news presentations, as well as managed, and presented breaking news. In addition to the content generation and editorial roles, I worked to integrate the technical operations of the station to enhance their online presence.

CONVERGENCE REPORTER/EDITOR - COLUMBIA MISSOURIAN - AUG 2005- MAY 2006

I generated weekly feature story ideas and sources, coordinated and produced multi-platform news coverage and researched and analyzed data for extended news projects.

WEB INTERN - WDAF-TV FOX 4 KANSAS CITY, MO- MAY 2007-AUG 2007

I wrote for, edited, and produced daily and breaking online news content for myfoxkc.com as well as planned, developed, and implemented numerous special projects. I also participated in daily editorial meetings and worked with reporters and producers to ensure online content went beyond what was contained in the newscasts

Education

Missouri School of Journalism, BJ May 2008, Convergence Journalism with an emphasis in Broadcast and Online Media. Minor in Sociology.