



## Jason Middleton

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### Profile

My work experience includes more than 25 years of reporting, writing, editing, art directing and managing creative teams in print, digital, broadcast and marketing newsrooms. The creative teams included sales and business development direct reports. My skills include planning and executing multi-platform distribution. I also deep-dive on consumption metrics and audience dashboards, using the data to optimize content plans.

### Experience

#### **VICE PRESIDENT, TECH EDITOR, EDELMAN (SF BAY AREA) – JULY 2019-JULY 2020**

Multi-talented writer/broadcaster/consultant with extensive experience leading interactive projects, including product development, social networking and hardware/software integration initiatives. Skilled in translating marketing objectives into concrete creative strategies. Demonstrated strengths in project and team leadership, with the proven ability to attract and inspire top creative talent.

Strong oral and written communication skills with the ability to persuasively articulate creative concepts. Training in internal/external communications as well as public-speaking experience in a media relations environment. My work is always on time and on budget.

Specialties:

- \* Creative Team Leadership & Team Building
- Strategy Development
- Visual Design & Branding
- Relationship Building
- Budget & Resource Management

Clients include HP, HPE, Adobe, Invesco, ServiceNow, Coursera, among others.

#### **BUSINESS/TECHNOLOGY BROAD/PODCAST HOST, KGO AM/KSFO AM/KNBR – MAY 2013-JUNE 2019**

Covering business and technology here in Silicon Valley, I have a weekly interview show as well as a daily presence on KGO and KSFO AM. I moderate panels, emcee events and make corporate presentations. I continue to grow multimedia and analytical skills as applied to story/content distribution.

#### **CONTENT/COMMUNICATIONS CONSULTANT – CUNNINGHAM COLLECTIVE – DEC 2016-PRESENT**



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My content role with Cunningham includes internal and external content, including blog posts, podcasts and video blogs. Analytically, my role included discovery, interviews, data collection and analysis for a range of clients – all of which aids a synthesized, aligned plan for the client. Clients ranged from Series A to mature multinationals.

### **DIRECTOR OF INTEGRATED MEDIA, NBC BAY AREA – SEPTEMBER 2010-NOVEMBER 2012**

As an owned-and-operated TV station, this role was at the intersection of corporate input (30 Rock) and local leadership. Editorially, I set the daily slate of assignments, managing a team of freelancers as well as up to a dozen direct reports. Creating engaging content to interested audiences moved not only our social media accounts, but an overall increase in traffic volume and sales.

### **DIRECTOR OF EDITORIAL – LA.COM – APRIL 2007-JUNE 2009**

This role's challenge was a rebrand/relaunch of a moribund URL. Pivoting away from click-bait entailed a fresh approach with new staffing and site redesign. It also included breaking site architecture and other back-end projects. As department head I delivered tentpole goals over all eight quarters. Staff of 24, at its peak, I also maintained a radio and TV presence via partnerships.

### **DESIGNER/CONSULTANT – LA DAILY NEWS – JANUARY 2007-APRIL 2007**

### **DESIGNER/GRAPHIC ARTIST/WRITER - HOUSTON CHRONICLE - OCTOBER 2000-OCTOBER 2006**

## Education

University of West Virginia – English arts and Journalism concentrations

## Additional Skills / Training

Proficient with Adobe CS; Proficient with Microsoft Office Suite and Apple Pages, Keynote

Proficient with content management systems: Clickability, Ellington and WordPress among othes.

NBC Universal Leadership Academy

Poynter Institute Online Leadership (twice, once as presenter) American Press Institute, Newspaper Next Pilot Program