

Meagan Kelleher Ball

Digital product and content strategist dedicated to helping people make better decisions on the internet.

Fourteen years of experience in digital journalism, working closely with all market sizes and newsroom roles.

Enthusiastic communicator, seeking to inform and educate with clarity and empathy.

Deeply invested in finding the truth when problem-solving, and focused on discovering an elegant and delightful solution.

PROFESSIONAL EXPERIENCE

Director of Product and Digital Content

Tribune Broadcasting, Jan 2014–Present

Direct digital strategy and product development for website, apps, social, newsletters, and on-air for the largest independent group of television stations in the country (42 stations, reaching 50 percent of the US population).

- Guide the digital product and strategy of more than 200 web producers in over 30 newsrooms, as well as communicate with news directors, creative services departments, and sales teams.
- Manage the development of 62 iOS and Android news apps.
- Led the redesign and relaunch of 40+ TV and radio station websites onto WordPress.com VIP.

Director of Web Operations

Local TV LLC, Dec 2011-April 2014

Supported the Local TV group of stations and provided ongoing training and day-to-day support, as well as helped guide development of new features and enhancements, and managed the relationship between developers, platform, and newsrooms.

- Available for on-site training and strategy sessions with the web producers and other managers in the newsroom.
- During breaking news and weather situations, supported the web teams by traveling to stations, to help optimize digital efforts and ease “breaking news burnout.”

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SKILLS

WordPress/CMS

Product and Feature Management

Content Strategy

Broadcast/Digital Journalism

Certified Scrum Product Owner

Goal-setting and KPIs

Vendor Relations and Negotiation

Employee Training and Development

Conference and Seminar Speaking

HIGHLIGHTS

Managed re-design and re-launch of over 40 TV and radio station websites onto WordPress

Lead re-design and development of over 60 TV station news apps

Increased app screen view projected metrics by over 50 percent

Developed group-wide push strategy for Tribune TV stations

Selected for ONA-Poynter Women's Digital Leadership Academy

EDUCATION

Bachelor of Science in Journalism

University of Kansas, Lawrence, KS

Bachelor of Arts, Political Science

University of Kansas, Lawrence, KS

PROFESSIONAL EXPERIENCE

Executive Producer, Interactive Content

WDAF FOX 4, Oct 2009-Dec 2011

Led a team of three web producers to manage the fox4kc.com website, as well as the FOX 4 apps and social media channels.

- Served in a management role in the newsroom and appeared on the top-rated FOX 4 Morning Show two to three times a week in a digitally-focused segment.
- Worked closely with the news director, other newsroom managers, reporters, producers, and sales to promote the digital efforts of the station.

Web Producer

WDAF FOX 4, Aug 2006-Oct 2009

Edited, wrote, and supplemented local and national content on deadline for online presentation and appeared on-air in the morning and evening newscasts for a digitally-focused segment called Web Watch Weekly.

- Project manager of election results online and election day content.
- Monitored and published content to social networking profiles.

Internet Director

KPLC-TV, July 2005-July 2006

Worked with sales, news, and promotions departments to manage all aspects of web production and content as the one-person member of the digital content team.

- Supervised and managed high profile online projects and edited, wrote, and supplemented local and national content on deadline for online presentation.
- Co-hosted a live, daily internet/tech segment on the afternoon Midday show.