

**ANTHONY W. LEONE**

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**EXPERIENCE:**

Spectrum News 13

**Digital Production Specialist**

May 2016 – Present

- Write general and breaking news and feature articles.
- Working the space beat for all of Spectrum News and cover launches as well as writing in-depth articles about space, missions and profiles.
- Coordinate with producers and reporters on space and launch coverage, including assigning digital media producers specific tasks when covering launches while I update the main story.
- Cover launches by writing preview and in-depth articles and updating them. In addition, I am usually on the scene to cover major launches. In addition to recording videos of the launch myself, I also shoot and edit a crowd reaction video.
- Edit and upload stories, photos and videos to website and social media.
- Cover general and breaking news, both in the newsroom and out in the field.
- Shoot videos and photos while covering general and breaking news while out in the field.
- Coordinate field and online coverage with other digital media producers, reporters and photographers.
- Able to post articles and efficiently live cover breaking news using social media while growing followers.
- Give feedback and advice to producers, reporters and meteorologists on online and social media best practices.
- I also provide the same help to our sister stations, such as Spectrum Bay News 9 in Tampa.
- One of my articles was submitted along with other News 13 entries for The Florida Association of Broadcast Journalists' website/digital category, which came in first place for the 2019 contest.
- Central Florida: Beyond the Soundbite podcast
  - I help with the digital production and audio quality of Central Florida: Beyond the Soundbite podcast, where I listen to the show, produce detailed notes about the show to help me promote it on social media that will help engage new listeners.
  - I also upload it to Libsyn and make sure it gets sent out to podcast platforms such as Apple and Spotify and that it gets posted on the news website.
  - In addition, I contribute by coming up with new show topics and suggesting informative guests (such as politicians, community leaders and other officials) for the podcast. The social media posts that I have created contribute to increasing the number of podcast downloads, grow listenership and create social media interaction.

Wyndham Extra Holidays

**Digital Production Specialist**

Nov. 2015 – March 2016 (Contract)

- Performed content maintenance/enhancement and execute promotional advertising.
- Created, update and maintain Web content in content management systems.
- Validated offers, copy, photos and videos.
- Photo selection and editing.

**Digital/Social Media Content Consultant**

Aug. 2013 – April 2016

- Helped clients understand the importance of having a proper digital and social media presence.
- Created and edit articles, photos and videos and using CMS to post them online.
- Updated social media sites and apps.
- Grew social media and web presence.

Orlando Health

**Digital Media Specialist/News Coordinator**

Feb. 2015 – Sept. 2015 (Contract)

- Produced and maintained digital content for Orlando Health's various websites.
- As project manager, handled multiple assignments that increase the level of content and site visits.
- Responsible for the production, review and publishing of news articles, press releases and blogs.
- Conducted research to obtain factual information.

Reuters/Ipsos

**Election Agent**

June 2014 – Nov. 2014 (Contract)

- Knowledgeable of the candidates and the election races.
- Being on location to collect the voting results for local, state and national elections.
- Speaking with election officials to gather information.
- Updating the results frequently by using app/CMS system to digitally upload the voting results.

What Burns My Bacon (Blog/Published by Anthony Leone)

**Publisher and Editor**

March 2008 – May 2016

- Write biting columns and editorials about politics and the news.
- Write objective news articles.
- Also create vlogs (video blogs) where I share my opinion about the stories everyone is talking about.
- Layout and upload text, pictures and videos via CMS.
- Have a strong reader and social media following.
- Created blog with web design skills and software: Dreamweaver, Photoshop and Flash.

hibu (Monthly magazines)

**Publication Manager/Editor**

Aug. 2012 – Aug. 2013

- In charge of up to 12-monthly magazines that were based in various states across the country.
- Supervised publication assistants within the office and managed local columnists and guest writers.
- Held meetings with ad reps to go over editorial/advertising policies and discuss sales goals and prospective profits.
- Held video conferences with local residents and business owners to discuss the magazines and have Q&A.
- Wrote general news and business stories and in-depth feature articles.
- Copy edited articles, edited photos and laid out magazines.
- Maintained the editorial calendar.

The Haverford-Havertown Patch (News website/AOL)

Mobile/Digital journalist

**Editor/Web Producer**

Oct. 2010 – July 2012

- Managed freelance reporters, columnists, photographers, videographers and restaurant critics.
- Wrote breaking news stories, feature articles, investigative pieces and editorials.
- Created, edit and post articles, news videos and photos by using CMS.
- Produced and reported news on camera.
- Copy edited articles.
- Updated social media, such as Facebook and Twitter.
- Maintained editorial calendar and monthly budget.

Delaware County Magazine (Monthly magazine/Newspaper Marketing Associates)

Upper Darby, PA

**Editor**

July 2010 – Sept. 2010 (Full-time, Contract)

- Managed freelance reporters, columnists, photographers, and restaurant critics.
- Wrote political and entertainment feature articles.
- Worked to redesign the website to make it fresher and user friendly.
- Updated of social media, such as Facebook and Twitter.
- Copy edited and layout articles and edit pictures for both print and the web.
- Maintained editorial calendar.

Freelance Journalist

Jan. 2007 – Jan. 2011

*(Scroll down to see freelance work.)*

Arthritis Practitioner (Magazine/Published by HMP Communications)

Malvern, PA

**Associate Editor**

Nov. 2005 – Jan. 2007

- Assigned stories and columns to doctors and nurse practitioners.
- Wrote news and feature stories and selected pictures for layout.
- Laid out and copy edited stories, columns and Quark pages.
- Found new writing talent for publication. Created and maintained editorial calendar.
- Helped in designing website, uploading magazine, and creating online newsletters.
- Attended national conferences.
- Worked as special projects editor for Podiatry Today, another publication by HMP Communications. Created special company-based magazines and newsletters, wrote feature articles.

The Trend Leader (Weekly newspaper/Published by Broad Street Community Newspapers/

Knight Ridder)

King of Prussia, PA

**Senior Editor/Co-Creator**

Feb. 2005 – Oct. 2005

- Created a prototype of new weekly newspaper for BSCN/Knight Ridder.
- Re-designed pages including features, op-ed, Restaurant Review, and sports.
- Created sections, like House Call, a column by doctors and Your Money, a financial advice page.
- Wrote stories and took pictures, as well as assigned reporters stories for creation of prototype.
- Involved with interview process of hiring editors for zoned editions.
- Organized work environment including getting equipment.
- Helped run reader survey luncheon to gain reader insight on new publication.
- Served in an Executive Editor role and worked with new editors of the zoned editions of The Trend Leader.

The Trend (Weekly newspaper/Published by Broad Street Community Newspapers/Knight Ridder)

King of Prussia, PA

**Editor**

Sept. 2002 – Oct. 2005

- Ran the news, features and op-ed sections.
- Provided assignments to reporters, photographers, and restaurant critic.
- Hired staff and handled weekly freelance budget.
- Wrote news and feature stories and editorials.
- Created strong reader following in Op-Ed section.
- Copy edited stories and advertorials.
- Laid out newspaper using QuarkXPress and Photoshop.
- Developed sales promotions and worked closely with the advertising department.
- Helped run or participated in public/promotional events.

The Daily Local News (Daily newspaper/Published by Journal Register Co.)

West Chester, PA

**Layout/Copy Editor and Reporter**

Feb. 2001 – Sept. 2002

- Laid out pages such as the front page, news, business, and wire sections, using QuarkXPress.
- Made daily decisions on selecting stories and pictures for publication.
- Copy edited stories and wrote news, feature stories, and columns. Uploaded stories and photos to website via CMS.

The Times Record (Weekly newspaper/Published and owned by The Daily Local News)

**Editor-in-Chief**

June 2001 – Sept. 2002

- Confirmed stories were in by deadline and copy edited articles. Used QuarkXPress to layout weekly.

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*This is freelance work from Jan. 2007 until April 2016.*

SodaHead

**Political Columnist**

Oct. 2009 – Jan. 2011

- Wrote columns on politics and news with attitude.

- Created award for people in the news who make mistakes, called The Flat SodaHead Award. It became popular and was asked to make it into a weekly Saturday feature.
- Using CMS, embed videos and pictures within columns.
- Created online polls to increase reader engagement.
- Also wrote serious editorials and news stories.
- Strong use of social media networks, such as Twitter and Facebook.
- Professionally interacted with readers.
- Developed a strong reader following.

ToTheCenter.com

**Online News Editor/Reporter/Columnist**

May 2009 – Sept. 2010

(Contribute to this news website part time)

- Edit various news stories and columns and post them and pictures onto the website via CMS.
- Write news and political stories and columns by compiling information from media reports.

The Times Observer (Blog/Published by Anthony Leone)

**Publisher and Editor**

Sept. 2006 – April 2016

- Created blog with web design skills and software: Dreamweaver, Photoshop, Fireworks and Flash.
- Wrote columns and editorials about current news and events that shape our world.
- Layout and upload text, pictures and videos, including advertisements.
- Strong reader following.

The Communitarian (Published by Delaware County Community College)

Media, PA

**Graphic Design Editor/Mentor**

Sept. 2008 – Dec. 2009

(While attending DCCC as a student going for a web development certificate, I took on this student-only graphic design editor's position. In the fall of 2009, I returned for additional programming courses.)

- Laid out student newspaper with InDesign and Photoshop.
- Was given a mentor role to the journalism students, teaching them how to craft and write their stories.
- Created lesson plan on photography and used it to teach the journalism students.
- Oversaw and helped to create the newspaper's first website with Dreamweaver and Photoshop.
- Worked with the school's Campus Life director in regards to advertising for the newspaper.

**Freelance Editor/Proofreader**

Jan. 2007 – April 2016

- Proofreading and editing documents in the field of marketing, manufacturing, financial, law, advertising, real estate and education.

The Central Record

The Maple Shade Progress (Weekly newspapers/Both published by Chesapeake Publishing)

Medford, NJ

**Freelance Writer**

May 2000 – Aug. 2000

- Wrote general feature stories and town council/school board meetings articles.

**EDUCATION:**

International Center For Journalists

5-Week Course June 2010

**Degree:** Certificate in the "Freedom of Expression in the Digital Age"

Out of more than 800 applicants, I was selected along with 80 other journalists from around the world to participant in this online course that dealt with the best methods and the ethics of using digital and social media, including videos, pictures, blogs, Twitter, and Facebook.

Delaware County Community College

Media, PA

Sept. 2008 – May 2009

**Degree:** Certificate of Web Development

Rider University

Lawrenceville, NJ

Sept. 1998 – May 2001

**Degree:** Bachelor of Fine Arts Degree in Journalism

Major: Journalism

**QUALIFICATIONS/SKILLS:**

- Leadership skills, hired/managed editors, reporters, columnists, photographers, layout/copy editors
- News, feature, and editorial/column writing experience
- Experience covering breaking news stories
- Associated Press style
- Copy editing, digital picture and video taking, editing audio and video, and paginating skills
- QuarkXPress, InDesign, InCopy, Photoshop, MS Word, and Excel
- Upload stories, pictures, and videos to the web
- Familiar with web content management systems, SEO, site metrics and social media
- HTML, CSS, FTP, RSS
- AEM, Dalet, Dreamweaver CS4, InCopy, Soundbooth CS4, Premiere Pro CS3, VideoStudio Pro X3, and WordPress
- Macintosh and Windows platforms