

JENSEN RADER

Director of News & Digital Content

A highly motivated communications and digital content expert seeking to leverage over six years of experience in media management, broadcasting, and marketing. Skilled storyteller who creates engaging content, manages brand presence, and cultivates successful internal and external communications strategies through effective collaboration and leadership. With a background in journalism and media relations, I can break into any industry and apply my unique and diverse set of skills.

Experience

2022 - Current

Director of News & Digital Content - iHeartMedia

Main responsibilities range from on-air content creation to managing all social media platforms and website articles for the talk news stations. Works closely with the marketing, promotions, and sales teams to pitch and execute collaborative initiatives to showcase our messaging. Worked to create organic social media content while managing a team of producers and reporters to cover the daily news cycle. Focused our programming to specialize in legislative, economical, and community impacts with a heavy emphasis on research. Responsible for internal and external communications regarding the stations while working directly with the station's Program Director to fulfill any other task that may arise.

2023 - Current

Media Committee Co-Chair – Munich European Forum

Every Spring, the forum hosts dozens of students from around the world to participate in a global policy debate simulation in Brussels, Belgium. This weeklong immersion includes visitation to international governmental establishments like NATO, the European Union, and the European Commission. My role within the organization helps guide students through the simulations, which focus on the importance of understanding the media's role while learning the processes explored in the simulations of G20, North Atlantic Council, and Foreign Affairs Council summits. Staff for the forum organizes, budgets, and executes every aspect of the event and works closely with sponsoring organizations to learn how each of them operate. Heavy emphasis on policy debate, research, media relations and leadership in an educational and professional environment.

2021 – 2022

Digital Manager - iHeartMedia

Enterprises, writes and edits news articles for the KFBK station website while creating engaging social media content to be distributed across Facebook, Instagram, Twitter, and TikTok. Worked with station talent across all the KFBK shows to connect the digital presence with on-air content. Assisted the promotions department to highlight activations and digital advertising campaigns. Recorded, edited, and distributed daily podcasts stemming from on-air shows and talent interviews.

2019 – 2021

Executive Producer of the KFBK Morning News

Assisted talent with the creation and execution of the daily KFBK Morning News show. Role entails being able to work under tight deadlines to write news stories for broadcast, conduct interviews, edit audio and pull clips that work to enhance the show to tell the stories of the greater Sacramento region. Conducted interviews with industry experts, local and state government officials, and law enforcement to investigate news tips. Dynamic role that acts as the main planner and organizer for the four hour morning news programming on KFBK News Radio.

Education

Jan 2022 – Dec 2023

M.A. Communications & Leadership
Gonzaga University

Aug 2014 – May 2018

B.A. Mass Communications Design & Instructional Design Minor
California State University, Chico

Skills

- Strategic Communications
- Multi-tasking
- Writing and Editing
- Problem Solving
- Organizational Communications
- Audio-Visual Content Creation
- Storytelling
- Graphic Design
- Social Media Management
- Broadcasting and Public Speaking
- Intercultural Communications
- Team Management
- Event Activation
- Policy Debate
- Crisis Communications

Contact

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Based in Sacramento, CA

Willing to Relocate

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