

VINCE LATTANZIO

Award-Winning
Multimedia Journalist

856.904.4564
vince.lattanzio@gmail.com
@VinceLattanzio

Portfolio available at
VinceLattanzio.com

SKILLS

- Strong writing, research, presentation, public speaking and project and team management
- Content development and packaging for linear and on-demand video/social/OTT platforms, including Instagram, Facebook, YouTube and NBCU apps
- Show and live event production
- Video and still photography
- Market research and data analysis

EXPERIENCE

Senior Producer, NBC10/Telemundo 62 Digital News

Philadelphia, PA | 2019-Present

- Set the editorial vision and tone for digital content team serving millions of viewers in the nation's 4th largest TV market
- Oversee written, video and audio content production across the duopoly's 18 digital platforms, including OTT, YouTube, social networks and native apps
- Plan and oversee execution of long-term enterprise, serial and tentpole content for news events and station initiatives
- Ensure depth, accuracy and compelling storytelling for every story produced
- Explore new platforms for growth potential to reach untapped audiences
- Use emerging video technology to ensure productions reflect market trends
- Form partnerships to expand content reach

Dayside Journalism Lead, NBC10 Digital

Bala Cynwyd, PA | 2013-2019

- Report, produce and promote breaking and enterprise multimedia news
- Conduct in-depth, award-winning investigations on complex topics for multiplatform audiences
- Pioneer new storytelling methods using social media and emerging technologies
- Innovate, collaborate and integrate digital and broadcast news teams
- Develop new opportunities for revenue growth through creation of unique content

Reporter, NBC10 Philadelphia

Bala Cynwyd, PA | 2011-2013

- Cover breaking news, crime, quality-of-life issues, technology and social media for a variety of platforms, including broadcast
- Shoot, package and field report for TV news programs
- Write multiple news stories under tight deadlines
- Host a weekly lifestyle TV show and live events around station community initiatives

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EXPERIENCE (Cont.)

Producer, NBC Philadelphia Nonstop

Bala Cynwyd, PA | 2010-2011

- Develop and launch 24/7 local-first news and lifestyle channel
- Produce series, including a lifestyle show and celebrity interview program
- Create promotional spots for shows and the channel
- Oversee daily production and program playout
- Troubleshoot technical and programming issues

Digital Content Producer, NBC10.com

Bala Cynwyd, PA | 2008-2010

- Transition digital operations from external contractor to in-house team
- Produce written, video, graphical and interactive content for all site verticals
- Organize and execute the station's social media strategy

SELECTED AWARDS & HONORS

Edward R. Murrow Awards — Regional and National Honors

News Documentary (2018) | Large Market Television Website (2017, 2016 & 2015)

Excellence in Innovation (2018 & 2017) | Excellence in Social Media (2017) | Multimedia (2019)

News and Documentary EMMY Awards — National

Outstanding Regional Report: Generation Addicted (2017)

Mid-Atlantic EMMY Awards

Investigative Report (2016) | Feature News Report (2016)

Team Coverage (2011) | Magazine Program (2012)

EDUCATION

Philadelphia University, Philadelphia, PA

B.S., Digital Design, 2007

Thread at Yale, New Haven, CT

Storytelling Workshop Program, 2017