

Kurtis A. Sensenig

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ACADEMIC EXPERIENCE

Temple University, Philadelphia, Pennsylvania

2007-Present

Adjunct Instructor

Course: Multimedia Urban Reporting Lab, capstone for the undergraduate Journalism program

The Multimedia Urban Reporting Lab (MURL) is a fully-functioning online news room, producing multimedia news stories from around Philadelphia, at www.philadelphianeighborhoods.com. The lab has partnerships producing content for various local news agencies in Philadelphia. The course teaches students how to thrive in the evolving media industry.

Responsibilities:

- Instruct students on new ways of distributing media online, including digital video production, Flash and Web design, and slide show production
- Develop instructional materials on various multimedia techniques such as Web design, Flash, Final Cut Pro, and video production
- Design and maintain web sites for local Philadelphia news organizations partnering with MURL, including www.yourcommunityvoice.net
- Collaborated with an interdisciplinary team on the redesign of the Multimedia Urban Reporting Lab Web site, including continued maintenance and updates to the site

Greenfield Youth Film Festival Workshop, Blue Bell, Pennsylvania

2009

Workshop Leader teaching high school students how to produce professional audio for film and video.

NON-ACADEMIC PROFESSIONAL EXPERIENCE

The Philadelphia Inquirer and Philly.com, Philadelphia, Pennsylvania

2007-2009

Creator and Producer of *Outdoor Philadelphia*, available at philly.com and adventuretv.org

- Nominated for a 2009 Mid-Atlantic Emmy in the Advanced Media category
- Envisioned and created the Web video show, using viral promotion to propel the show to a top spot in the philly.com video lineup
- Independently produced the weekly online show from concept to final package, finishing 19 weekly episodes
- Researched and planned each episode, contacted various adventure outfitters and venues, and completed all other production duties
- Wrote the script, shot, hosted and edited each episode, then delivered each completed show every week
- Promoted the show using the blog www.adventuretv.org, social networking sites, Web forums and directories, while monitoring viewer statistics
- Each episode consistently ranked in the top five most-viewed videos on philly.com each week

NBC's "iVillage Live," Orlando, Florida

2006-2007

Web Producer

- Acted as lead digital video expert on the web production team of "iVillage Live," the start-up NBC show touted as the first fully interactive broadcast television show, which aired live on NBC in the top ten television markets in the USA
- Oversaw the online broadcast and publication of each live show, creating a comprehensive interactive archive
- Helped to design and direct the online video strategy for the show
- Implemented a mobile media distribution channel that made "iVillage Live" a top ten video download on mobile phones
- Edited each live show, then encoded and uploaded these videos to the integrated Web site
- Designed graphics and animations for the integrated site using Apple Final Cut Pro, Adobe Photoshop and Flash
- Configured the live Internet video stream and investigated and resolved any issues relating to the video stream
- Managed various multi-million-dollar sponsor accounts (including Overstock.com, GE, Estee Lauder, Goody, Healthy Choice and more)
- Oversaw completion of full-cycle multimedia projects, ensuring timely delivery while staying on budget, resulting in site expansion and increased traffic

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K U R T I S A . S E N S E N I G

NON-ACADEMIC PROFESSIONAL EXPERIENCE (continued)

Apex Systems, Mount Laurel, New Jersey

2005-2006

Multimedia Designer

- Designed Web-based interactive training material integrating digital video and animation in Adobe Flash
- Edited and enhanced pre-recorded digital video for Web streaming
- Animated graphical content and encoded digital video for instructional software

Comcast Corporation, Philadelphia, Pennsylvania

2005

Comcast.com Web Designer

- Designed and updated graphical content and animations for the Comcast.com Web site
- Conceptualized cutting-edge online advertising ideas on Comcast.com featuring streaming video
- Redesigned several key sections of the site, including the Comcast Center pages

PRESENTATIONS

Philadelphia Area New Media Association

February 21, 2008

"Video on the Web"

Presented to over 100 new media experts in Philadelphia.

EDUCATION

Master of Journalism, Temple University, Philadelphia, Pennsylvania

Concentration: Digital Media. August 2009.

Bachelor of Arts, Temple University, Philadelphia, Pennsylvania

Broadcasting, Telecommunications and Mass Media.

Concentration: Digital Media. May 2005

ACTIVITIES AND AWARDS

- Emmy Award nominee in the Mid-Atlantic chapter for "Outdoor Philadelphia" in 2009
- Member of the National Academy of Television Arts and Sciences 2008-present
- Member of the Online News Association 2008-present
- Awarded the Lori Schipper Graduate Award at Temple University for "Outdoor Philadelphia" 2009
- Member of the Philadelphia Area New Media Association (PANMA) 2003-present

OTHER RELATED EXPERIENCE

Producer of *Hear Our Voices*

2008

Produced a segment for the documentary *Hear Our Voices* about the Arts and Quality of Life Research Center at Temple University. I led a crew of twelve undergraduate students, overseeing all aspects of pre-production, production and post-production. The film won "Best Documentary" in Temple's yearly BTMM Awards and is currently used to raise funding for the research center.

MTV's *True Life: I Have Schizophrenia*

2008

Sound Operator

I ran sound with the show producer of *True Life*, the documentary series on MTV, for an episode following three young people dealing with schizophrenia. I operated a sound mixer and boom microphone attached to an HD camera during filming.

OTHER RELATED SKILLS

Video Skills: producing, editing, writing, shooting, lighting, sound recording, hosting, video encoding, web video publishing and DVD production

Software Skills: Apple Final Cut Pro, Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, Adobe Premiere Pro, Adobe After Effects, HTML, CSS, Apple Motion, Adobe InDesign