

MARTHA KANG
CONTENT STRATEGIST
AWARD-WINNING STORYTELLER

marthajkang@gmail.com

206.538.8854

marthakang.com

EXPERIENCE

Mar. 2015-Present

Manager, Editorial Content, Tableau Software

- Lead content creation and curation for various channels including website, blogs, social media, paid and earned media.
- Implement audience-driven editorial strategy that has more than tripled monthly traffic to Tableau's [corporate blog](#).
- Serve as department-wide content lead to revamp editorial calendar and drive initiatives-based content strategy.
- Lead strategy on multimedia content formats and ways to reach new audiences.
- Lead social team and global social strategy to increase engagement and grow product adoption.
- Serve as final editor of all new core marketing content.
- Write public-facing content on behalf of internal leaders.
- Lead strategy and implementation of topical campaigns that position Tableau as thought leaders in broader conversations.

Mar. 2013-Mar. 2015

Online Managing Editor, KPLU News (NPR Affiliate)

- Lead comprehensive culture change by implementing an aggressive digital strategy.
- Manage reporters through multimedia storytelling process, edit pieces for publication on [KPLU.org](#) (now KNKX), [Quirksee.org](#).
- Train staff members, both in groups and individually, on importance of multimedia growth and strategic uses of tools.
- Share success stories, lessons learned with 10 other selected NPR stations each chosen for innovative digital efforts.
- Participate in NPR's pilot projects including the [Local Stories Project](#) and [an experiment in shareable audio](#).
- Launch [Quirksee.org](#), a new multimedia site which drew a younger core audience (60 percent of visitors 34 or younger).

July 2011-Mar. 2013

Social Media Manager, KOMO News (ABC Affiliate)

- Craft, implement social strategy that established KOMO as the local leader in social reach and earned audience recognition.
- Strategize use of platforms for news-gathering and delivery while balancing needs of both legacy media and digital media.
- Engage with audience to build community and push content.

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- Nov. 2006-July 2011 **Web Producer, KOMO News**
- Write, produce with balance of quality, SEO, trends.
 - Track and dissect analytics, identify new areas of opportunity.
 - Discuss web stories on the radio during live daily segment.
- Sept. 2005-Nov. 2006 **News Writer, Northwest Cable News**
- Cover breaking news in fast-paced, 24-hour newsroom.
 - Write anchor scripts, produce cut-in newscasts.
- Jan. 2004-May 2005 **Newscast Producer, KOMU-TV8 (NBC Affiliate)**
- Craft newscast rundown and edit final scripts for air.
 - Manage field crews and guide story development.
- June 2003-Dec. 2003 **General Assignment Reporter, KOMU-TV8**
- Present stories through live reports and taped packages.
 - Shoot, edit video footage for air under tight deadlines.

EDUCATION

Graduated: 2004 **University of Missouri-Columbia**
Bachelor of Journalism, Minor in Political Science

HONORS

- Sept. 2016 **Honorable Mention, Platinum PR Awards**
Blog category for [Tableau's Business Intelligence Blog](#)
- May 2015 **First place, Arts/Lifestyle, SPJ Excellence in Journalism Award**
[How Meditation Is Changing Monroe's Maximum-Security Inmates](#)
- May 2014 **First place, Arts/Lifestyle, SPJ Excellence in Journalism Award**
[Two Friends, A Shared Addiction, Two Divergent Paths](#)

REFERENCES

Jennifer Strachan
Former Executive Director of News
KPLU News
206.579.7916
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Justin Steyer
Director of Digital Media & Technology
KNKX News
253.651.4913
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