

## Meaghan Shields Wilson

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### Interactive & Tablet Production | Multimedia Content Strategy | Project & Product Management

#### PROFILE

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Interactive producer and project manager with 8+ years in interactive media development; 5+ years experience creating and implementing well-designed interactive project launches. Strong communication and organizational skills and adept at leading teams.

#### EXPERIENCE

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##### **Producer**

11/2011-12/2012

**The Daily, News Corporation**, New York, NY

##### Content Strategy & Production

- Lead and manage the daily publication process and production workflow of The Daily, the #1 iPad news app and the #3 iPad overall app in 2011.
- Liaise with the newsroom on the shape and length of stories, while managing a large team of designers and production designers. Allocate and assign design and production resources on a daily basis.
- Lead the HTML development initiatives of the company. Manage a team of developers while maintaining project plans and defining product requirements and timelines.
- Determine editorial, photo, video and design assets for each daily News and Business story.
- Responsible for delivering the entire publication, including 45 News and Business tablet pages, within a QA specification, to the news editor at the end of daily production.
- Conceive and produce interactive content and template assets for The Daily, including pieces for the 2012 campaign cycle, the London Olympics, among others.
- Responsible for making quick and sound editorial decisions with designers, the photo team, video department and QA teams on compressed timelines.
- Evaluate and guide production workflow process discussions and improvements.
- Participate in daily editorial meetings with the Editor-in-Chief, news and section editors.

##### **Producer, Interactive & Broadband Projects**

10/2007-9/2011

**FRONTLINE/Entropy Media**, New York, NY

##### Content Strategy & Production

- Conceived and produced multimedia content for the PBS NewsHour and FRONTLINE websites including online video reports, audio slideshows, print stories and audio interviews.

- Based on timely news events, created meaningful online experiences by curating video and web content packages around topics such as the 2008 presidential election, education reform, among other issues.

Production includes archival research and encoding video content.

- Evaluated and identified needs of the public media system to produce rich content module products for implementation on national and local producer websites.

- Developed and supported relationships with media partners, such as NPR and PBS, to roll out launches and promotion initiatives, including the PBS video portal and PBS.org redesign.

- Wrote proposals for large interactive content initiatives, including go-to market mobile and tablet strategy.

##### Multimedia Project Management

- Managed, drove and executed multi-phase interactive products, including Faithbook, a robust social network for God in America, with 1,100 users and 8,800 postings. Maintained development plans; defined product scope, requirements and timelines. Wrote use cases, testing criteria and product documentation. Moderated and curated user responses.

- Produced broadcast websites by coordinating between technical, editorial, design and promotion teams.

Launches include Facing Death, God in America, Law & Disorder, The Quake, Digital Nation, among others.

- Guided strategic planning around the FRONTLINE website re-launch. Defined requirements and milestones for a CMS, interactive templates, slideshows and modules. Monitored analytics to guide content strategy.

- Managed the development of a multi-year online video player system from its inception. Launched 8 national public television programs, including the PBS NewsHour, and 20 local public television programs into the system. Brought the system, with less than 10 hours of video at launch, to stream over 1,300 hours of public television programming. Technical and strategic advisor to national and local producers.
- Wrote and published documentation for production processes as well as the frontend and backend of interactive products. Managed documentation and project blog in Confluence & Movable Type.

### **Digital Associate Producer**

7/2007-9/2007

**PBS Interactive**, Washington, D.C.

#### Multimedia Project Management

- Launched and syndicated a video promotions player to public broadcasting stations featuring national video content. Worked with a broad cross-departmental committee to schedule and manage video content in the player.

#### Content Strategy & Production

- Consulted with and liaison to national public media producers on broadcast companion websites.
- Scheduled and managed maintenance of national producer websites, including History Detectives and To The Contrary. Created templated companion websites for national broadcasts.

### **Coordinator, Projects and Operations**

6/2006-6/2007

**PBS Interactive**, Washington, D.C.

#### Content Strategy & Production

- Co-produced Be More Connected, a promotional video shown at a PBS national conference and distributed for use at over 100 local public broadcasting stations.

#### Writing & Outreach

- Spearheaded redesign of monthly newsletter distributed to interactive producer and station community of over 500 individuals. Wrote articles for, edited and published monthly communication.

#### Project Management

- Supervised part-time email inquiry responder, responsible for replying to hundreds of email received weekly regarding a wide range of public broadcasting issues. Produced panels and exhibits for PBS national programming and development conferences.

### **English Instructor & Curriculum Developer**

6/2004-8/2004

**SEZAM**, Zenica, Bosnia & Herzegovina

- Selected as 1 of 6 participants from a large applicant pool to work with SEZAM, a non-governmental, non-profit organization providing psychological support and educational workshops to children, teenagers and teachers in Zenica
- Produced and led English grammar and non-violent communication strategy instruction for Bosnian children Kindergarten through eighth grade
- Developed and led grammar and English instruction for university students and the local business community

## EDUCATION

### **College of William and Mary**

Bachelor of Arts, Literary and Cultural Studies: Film Studies, 2004

**Queen Mary University**, London, England, 2002

## SKILLS

Essential Software: iPad, Mac and PC (and cross-platform issues); Microsoft Word, Excel, PowerPoint and Outlook

Multimedia Software: Final Cut, Photoshop, Adobe Audition

Cross-Platform Publishing: HTML/CSS, WordPress, Movable Type, FTP, SVN, BBEdit, Tumblr, Twitter, various customized CMS platforms

Multimedia Equipment: Proficient in use of digital audio recorders, digital cameras and digital video cameras

## HONORS

2006 & 2007 PBS Interactive "Be More" Award