



SAMANTHA KUBOTA

CONTACT

📍 Los Angeles, California

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💻 samanthakubota.com

EDUCATION

2009 - 2013

University of Missouri-

Columbia

Major: Radio/TV Journalism

Minor: Business

Multicultural certificate

LANGUAGES

English

Native speaker

Spanish

Conversational

PROFILE

Samantha “Sam” Kubota is a journalist with more than 10 years of experience. She currently covers the intersection of entertainment and culture — from celebrities and awards shows to the latest food trends. As a senior editor for TODAY.com, she leads a small but mighty team of LA-based journalists who cover pop culture with nuance and flair.

WORK EXPERIENCE

Senior Editor at TODAY.com

October 2019 - present

- Assign and edit daily national articles as supervising editor using social media reporting and Google Trends
- Write trending and evergreen articles for TODAY.com
- Manage a team of 2-3 reporters based in Los Angeles
- Oversaw a more than 60% increase in traffic between 6 p.m. and 6 a.m. as senior evening editor
- Post to @TodayShow social accounts daily
- Annually coordinate/manage AAPI history month coverage

Senior Digital Journalist at WUSA

June 2018 - September 2019

- Developed story ideas and booked interviews for long-form video pieces
- Field-produced and ran second camera for documentary-style interviews
- Wrote digital versions of long-form stories and built project websites
- Edited video segments for air/online using Adobe Premiere
- Created and implemented digital/social media strategy for story promotion
- Wrote trending/breaking daily digital stories for WUSA9.com
- Served as liason between corporate and local digital teams
- Handled staff scheduling

Digital Director at KREM

July 2016 - June 2018

- Worked with TV reporters and producers to enterprise ideas for fresh local content
- Served as manager to a team of digital producers
- Wrote trending articles and updated breaking news stories
- Coordinated with sales team to manage paid advertisements, events, and contests for all our digital platforms.

SAMANTHA KUBOTA

SKILLS

- Adobe Photoshop, InDesign, Illustrator, Premiere
- Figma
- Final Cut Pro
- AVID
- iNews and ENPS
- TrueAnthem
- Dash Hudson
- Parse.ly analytics
- Domo analytics
- Citrus, Lakana, Presto, Wordpress, and Nebula CMS systems
- IRE Data Journalism Bootcamp

VOLUNTEER

Born Just Right

Public Relations (2018- present)

Friends of the LA River

Volunteer (2019- present)

WORK EXPERIENCE

Senior Multimedia/Investigative Producer at WBIR

September 2013 - July 2016

- Pitched story ideas for both daily and long-term special projects
- Reported on breaking/trending news as well as investigations
- Wrote and edited stories for the newscast, web, and posted to social media.
- Set up interviews for on-air segments and long-form investigative stories
- Served as fill-in executive producer as needed

Producer/Web Editor at KOMU

October 2009 - August 2013

- Line produced morning, 5, 6, 9 and/or 10 p.m. weekday newscasts
- Developed new ways to include online elements into TV newscasts
- Wrote, edited and posted articles to station's website
- Cut and edited video for web and on-air in AVID
- Answered telephone and served as de-facto assignment desk
- Served as teaching assistant for Mizzou's producing class
- Taught new producers how to write and time newscasts using iNews and how to communicate with reporters in the field

Writer at Newsy.com

September 2011 - May 2012

- Wrote short video news stories on national trending topics
- Edited video stories in Final Cut Pro with anchor standup and other elements to be shared online