

Victoria (Tory) Starr
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PROFESSIONAL EXPERIENCE

WGBH • Director of Social Media, National Programming **April 2015 - present**

- Responsible for the development and implementation of social media strategies for WGBH's national series, including Frontline, NOVA, Antiques Roadshow, Masterpiece, American Experience, and Studio Six productions
- Connects business strategy with editorial goals, helping series deliver content in new ways while increasing the reach and impact of traditional television broadcasts
- Leverages WGBH's assets and talents towards driving a culture of social
- Manages and leads biweekly Social Media LunchUps, a meeting for social media professionals at WGBH
- Facilitator of WGBH's Social Media IQ series for continuing employee professional development

PRI's The World • Social Media Producer **September 2012 – April 2015**

- Responsible for strategy and execution of The World's social media accounts
- Lead social strategy and implementation for The World's Human Needs and SafeMode verticals
- Worked with journalists in the newsroom to build, improve upon, and utilize social media skills
- Monitored trends and stories both in and about social media for inclusion in The World's daily national broadcast

WGBH • Social Media Consulting **September 2011 – April 2015**

- Regular presenter at WGBH board meetings and executive sessions
- Launched and led biweekly Social Media LunchUps, a meeting for social media professionals at WGBH
- Wrote and implemented WGBH's internal social media guidelines
- Built employee-accessible portal for social media best practices and other resources
- Lead writer and creator of "Dear @bby" weekly column for employees
- Launched WGBH's Social Media IQ series for continuing employee professional development

WGBH/WNYC, The Takeaway • Digital Content Producer **February – September 2012**

- Managed online editorial presence, social media and listener engagement for The Takeaway radio program
- Served as a primary editorial producer for content, tone, and clarity for the program
- Created exclusive digital content for The Takeaway's website

WGBH, American Experience • Production Assistant • Boston, MA **December 2009 – February 2012**

- Lead strategist for the American Experience social media strategy and executor of series social media accounts
- Facilitated the delivery and launch of the *Freedom Riders* website (2011 SXSW Interactive Award Nominee, 2011 Webby Award Nominee, Communication Arts Webpick of the Week)
- Principal creator and editorial manager of 2011 Student Freedom Ride blog, overseeing production and publication of 123 short videos and 85 student essays
- Responsible for the research, writing, editing, fact check, and publication of film pages for Season 22-24 shows

Simon & Goodman Picture Company • Location Manager • NYC **September – December 2009**

- Location manager for *Strangers No More*, recipient of 2011 Academy Award, Documentary Short Subject
- Coordinated crew travel and scheduling for shoots in North Carolina, New York, and Miami

WRITING & APPEARANCES

- "Tory on Trending" blog about social media journalism (torystarr.com/trending)
- Moderator for "Beyond the Social" panel about WGBH's innovations on social media at SXSWi 2015 (panelists: Molly Jacobs of American Experience, Hannah Auerbach of Antiques Roadshow, Olivia Wong of Masterpiece)
- Multiple appearances on PRI's The World and BBC World Service program "Boston Calling"

SKILLS

- Social media journalism skills (advanced Facebook and Twitter searches, trend identification, social verification, community building on social platforms)
- Proficiency on Facebook, Twitter, Tumblr, Google+, Instagram, Vine, SoundCloud, Kik, WhatsApp, Snapchat
- Social media ad campaign experience (Facebook and Twitter)

- Analytics proficiency on SocialFlow, Hootsuite Pro, Topsy, Google Analytics, Chartbeat, CrowdTangle
- Software abilities include Office, Filemaker, Photoshop, Quicktime Pro, iMovie, Final Cut Pro, Mantis, JIRA

EDUCATION

Northeastern University School of Journalism, Boston MA

Master of Arts, December 2014

Colby College, Waterville, ME

Bachelor of Arts, Magna Cum Laude, May 2009

Major: Classical Civilization-English, with Honors; Minor: Philosophy

LEADERSHIP

Member of the Athletic Committee for the Colby College Board of Trustees

2008-2009

Recipient of the Patty Valvanis Award

May 2009

- Presented to a senior woman student-athlete who has demonstrated the qualities of academic and athletic excellence and personal leadership and sportsmanship