

Jay Tuten

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Summary of Qualifications

- Skilled in requirements gathering utilizing a diverse range of tools including: group presentations and feedback gathering, online surveys and one-on-one user sessions documenting usability and requirements for new feature development.
- Award-winning interactive journalist with over 13 years' experience in media management, specializing in transitioning print to Online and mobile news sites.
- Strategic thinker and planner with proven ability to succeed in fast-paced and global environments, often delivering results via teams based in multiple remote locations.
- Strong communication and presentation skills used for evangelizing products and features to internal stakeholders and prospective clients.
- Strong leader utilizing the Agile development methodology to manage remote teams of developers, designers, editorial staff and product developers to meet tight deadlines.

Work Experience

The Associated Press - New York, NY

Deputy Director, Platform Development

August 2009 – November 2010

Dual role of evangelist for all AP digital delivery platforms, including: [AP Exchange](#), [AP Webfeeds & Webfeeds Manager](#), AP Member Marketplace and [AP Custom News](#), as well as the ongoing development and launch and marketing of AP Custom News.

- Conducted numerous sessions for training internal and external clients each week for all digital delivery platforms, including best practices and tips to maximize efficiency of staff resources through platform development and workflow systems
- Deployed [AP Developer](#), a content API licensing photos and text for use in websites, applications or mobile devices and managed launch strategy to power niche sites with limited resources through automation and customization of a variety of content feeds.

Hosted Products Manager

June 2006-August 2009

Responsible for the conception, design, development and launch of [AP Custom News](#), a new content delivery system for websites that delivers customized, automatically-updating modules containing articles, photo galleries and interactives defined by clients' editors and seamlessly embedded within their core website utilizing their unique style and site design.

- Presented concept for AP Custom News to Management Committee that included cost/benefit analysis and market research to acquire \$3 million in development funds.
- Developed business, technical and design requirements for profitability, flexibility, and usability to deliver automatically updating content to websites and mobile devices.
- Developed and launched Money & Markets, a web product combining AP editorial content with financial information through a strategic partnership with Morningstar.com.
- Evangelized the product to internal stakeholders and AP clients resulting in delivery to over 300 websites.
- Managed communication internally among over 300 bureaus, editorial, marketing, technology and business units globally utilizing social media and online presentations.
- Quickly developed and deployed new niche products supported by Custom News platform delivering traffic and new revenue streams.

Los Angeles Newspaper Group – Woodland Hills, CA

Director of Content

January 1999 – June 2006

Responsible for the development, design, advertising management and editorial staff for 10 daily news and entertainment websites, including: LA.com, dailynews.com, presstelegram.com, sgvtribune.com, whittierdailynews.com, pasadenastarnews.com, dailybulletin.com, sbsun.com, and relandsdailyfacts.com.

- Recruited, developed and managed editorial staff at 9 locations to update websites around the clock with cooperation from traditional print newsrooms and a team of specialists at the hub.
- Managed staff of specialists responsible for business and technical development, ad operations, and group wide editorial projects at the hub with responsibilities for the success of all sites.
- Assisted in the development and launch of LA.com, an entertainment portal and blog focusing on LA events, destinations, food and nightlife.
- Maintained traffic supporting over \$15 Million in revenue with a strict 70% profit margin.
- Develop relationships with strategic partners and vendors to add new features, expand viewership and increase profitability.
- Developed workflow systems to increase efficiency of limited human resources without sacrificing editorial control, quality, or site traffic.

Los Angeles Daily News / DailyNews.com – Woodland Hills, CA

System Editor

October 1997 – January 1999

Responsible for the development, design, launch and maintenance of dailynews.com, the first online edition of the Los Angeles Daily News.

- Selected content for updating the site around the clock from internal and wire sources.
- Trained, developed and converged traditional print staff into online operation to transition newsroom into performing dual roles for the daily print product and 24/7 website.

Education

Grady School of Journalism, University of Georgia

BA Fine Arts in Telecommunication Arts

May 1997

Accolades

- Edgy Award for Best Use of Multimedia for “Unnatural Disasters,” 2005
- Best of the West for “Gangs: Terror in the Streets”, 2005
- APNEC Best Newspaper Website in California and Nevada, 2003
- Scripps-Howard Best Web Reporting for “Teens Who Kill,” 2002
- Edgy Award for Best Classifieds Site for Motorway.com, 2001