

Vicki Chen

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Experience

Community Impact Newspaper

2017 - Present

General Manager

Frisco and McKinney, TX

- People-first team leader with five-years experience managing daily operations and long-term strategic planning for two hyperlocal newspapers with a combined monthly circulation of 155,000+ mailboxes
- Extremely organized project manager, excels at keeping entire team on track to meet multiple deadlines
- Tenacious and creative sales leader, partnering with account executives to manage 60+ advertisers ranging from mom-and-pop local businesses to national brands
- Detail-oriented financial manager overseeing market-level P&L. Preserved financial stability through pandemic volatility, rebuilt revenue and profitability to pre-pandemic levels

KDFW-TV (FOX 4 News)

2015 - 2017

Investigative Producer

Dallas, TX

- Managed and led all FOX 4 Investigations from start to finish
- Coordinated field crews and interviews, wrote and copy edited scripts
- Used computer-assisted reporting, open record requests and data journalism to uncover hidden stories
- Worked closely with the station group's attorney on all legally-sensitive investigations
- Produced digital content for investigative projects and breaking news events

KVUE-TV (ABC News)

2013 - 2015

Investigative Producer, Newscast Producer, Associate Producer

Austin, TX

- Involved in all aspects of research and production of KVUE Defenders investigations from start to finish
- Used computer-assisted reporting skills to produce data-driven investigations
- Led the station's partnership with Capital Area Crime Stoppers by producing weekly PSAs and on-air campaigns

Education

University of Southern California

B.A. Broadcast and Digital Journalism

Minors: International Relations, French

Recent Awards

- 2021 Community Impact Newspaper, DFW Metro - General Manager of the Year
- 2021 Community Impact Newspaper - Founder's Club (top company- wide sales teams)
- 2020 Community Impact Newspaper, DFW Metro - Newspaper of the Year
- 2018 Frisco Chamber of Commerce Employer of the Year
- 2017 National Press Club Award

Strengths

- Quick to learn and embrace new technology, including sales CRM, editorial publishing tools, Trello, etc.
- Recruiting, hiring, developing and mentoring employees
- Company culture builder, led the development of company's first ever Employee Resource Groups
- Graduate of Leadership Frisco Class XXIII
- **Clifton Strengths:** Achiever, Maximizer, Strategic, Communication, Responsibility