

# Tracey Trumbull

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## Summary

- ▶ Over twenty-five years' experience as an innovative multimedia producer, photographer, picture editor and innovative problem-solver in news industry.
- ▶ Deep set of computer and software skills; proficient in Photoshop, Final Cut Pro, Flash, Dreamweaver, multimedia content creation; HTML, CSS, content management, productivity and presentation tools; Mac OS X desktop and systems administration.
- ▶ Proven ability to manage and lead change in a team-based environment, leveraging emerging technology.
- ▶ Extensive background directing major news and event coverage gained from newspapers, newspaper web sites and wire service.

## Career

### **Director of Photography, Knoxville News Sentinel/knoxnews.com 2005 to 2008**

Led staff of eight photojournalists covering east Tennessee news and sports. Introduced and coached staff with multimedia (audio, video, web) and advanced visual storytelling. Established photo editing workflow for web-first visuals. Added photo columns with unique online audio components. Led design of sections fronts, photo-driven stories and magazine covers, working with designers and editors. Conceived and created photo-sharing network between TN's largest newspapers, resulting in more diverse photo reportage and cost savings.

### **Senior Macintosh Systems Engineer, South Florida Sun-Sentinel 2000 to 2005**

Project manager for Sarbanes-Oxley compliance company-wide. System administration and led support team for a 300-user Macintosh network, with Mac OS X clients and servers; supervised and trained support desk staff, served as Macintosh resource for Sun-Sentinel and Tribune Company; installed new content management system, along with other company-wide projects, initiatives and emerging technology.

### **Multimedia Producer, South Florida Sun-Sentinel 1996 to 2000**

Produced award-winning video, audio, multimedia content for print, web and broadcast. Created, authored and programmed multimedia presentations and kiosks; part of original Sun-Sentinel.com implementation team and Digital Cities initiative.

### **Assistant Director of Photography, South Florida Sun-Sentinel 1994 to 1996**

Managed 25-person staff covering news, sports and features over the south Florida and Caribbean region, administrated a \$3.5m annual budget, teamed with page designers, section editors for both daily and longer-form project work; edited staff and wire photographs, coached photographers, completed performance evaluations and staff development. Introduced digital cameras, developed workflow and trained photographers in their use.

### **Deputy Director of Photography, Knight-Ridder/Tribune, Washington DC 1990 to 1994**

Oversaw daily photo report of national photo service, administrated budget, served as on-site photo editor for Olympics, Papal visit, World Series, Super Bowl and Final Four. Designed and implemented digital picture desks, related networks and workflow. Worked closely with Knight-Ridder Washington Bureau developing long-term projects. Assigned Washington D.C. and national photo coverage for Knight-Ridder, Tribune and other subscriber newspapers.

## Staff Photographer/Director of Photography, Boca Raton (FL) News 1984 to 1990

Award-winning staff photographer and later Director of Photography for (then) Knight-Ridder newspaper as part of K-R's 25-43 Project. Participated in prototyping, design, focus groups and newspaper-based laboratory for time-conscious baby-boomer readers. Managed photo staff of six photojournalists, electronic imaging, page design; served as editor for Monday edition.

## Education - Workshops - Presentations

Associate of Science/Photography; Southeast Center for Photographic Studies, Daytona Beach, FL.  
Stan Kalish Photo Editing Workshop - 2005 – Ball State (participant)  
Poynter Institute/NPPA Visual Edge - 1999 – “In Print... On Line... On Air” (presenter, participant)  
MacWorld New York -1998 – “Web Media Masters” (presenter)  
Dale Carnegie Leadership and Public Speaking -1993 – Washington DC (participant)  
Knight-Ridder Talent Bank - 1993 (member)  
Stan Kalish Photo Editing Workshop - 1993 – Milwaukee, WI (participant)

## Honors - Community Service - Professional Service

Associated Press Photo Managers - Board Member  
Pellissippi State Technical College - Advisory Board  
SND - 29th Edition - Award of Excellence - Photography/General News - picture this  
SND - 27th Edition - Award of Excellence - Photography/General News - Manuel Toussaint  
NPPA - Pictures of the Year -1999 – 3rd Place, Best Use of Photography - New Media: Major Media  
“Piano Camp” (editor, producer)  
NPPA - Photo Editing Quarterly Clip Contest -1995 – 1st Place, News - “Haiti” (editor, co-designer)

## References

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