

# Kent Chapline, M.S.

Veteran communicator. Problem solver. Always evolving.

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## SUMMARY

I'm a stress-tested communications professional with more than two decades of experience in broadcasting, digital media, and university-level teaching. I develop and execute data-driven, audience-specific content and marketing strategies that deliver positive outcomes for all stakeholders. With 15+ years of managerial experience, I work hard every day to inspire cross-functional teams to do their best work with a mix of high standards, strong empathy, and uncompromising ethics.

## EXPERIENCE

### Digital Content Consultant

[Serendipity Strategies](#) 📅 03/2019 - Ongoing 📍 Dallas-Fort Worth

- I started my own digital media consulting business, where I'm developing and executing digital media strategies for small businesses in the Dallas-Fort Worth area
- Current clients include a garment manufacturing company and a car dealer

### Digital Content Director

[Scripps Media \(KSHB-TV\)](#) 📅 09/2016 - 03/2019 📍 Kansas City

Scripps Media owns 50+ TV stations across the U.S.

- Led digital content strategy development & execution for staff of 85
- Proactively conceived & developed multiple new content initiatives that reached more than 1MM people & generated more than \$150K in new revenue
- Grew station's social media followers by 47% in 18 months
- Achieved double-digit annual growth in multiple KPIs

🌐 [kshb.com](#)

### Director of Student Media & Instructor

[Texas Christian University](#) 📅 07/2012 - 09/2016 📍 Fort Worth

I worked in the university's Bob Schieffer School of Journalism.

- Advised & managed all news content and business operations for TCU Student Media on six digital, two broadcast, and two print platforms
- Directly managed staff of 65
- Led transformation of unit into a digitally-focused news & teaching operation
- Increased revenue 11% year-over-year while cutting expenses 18% (2014 vs. 2013)
- Developed and/or taught 25+ digital & broadcast journalism classes

🌐 [tcu360.com](#)

## STRENGTHS



### Change Management

I've led the transformation of two large teams from the analog world to the digital one. Along the way I've learned how to help people go from fearing change to embracing it with excitement.



### Relationship Building

I work hard to build relationships throughout the organization, learning what others need and how I can help them achieve their missions.

## INDUSTRY EXPERTISE

### Content strategy development



### Writing and editing for all platforms



### Creating content for digital platforms including web, social media, and video



### Collaborative team-building and management



### Coaching/teaching



## MOST PROUD OF



### I helped change laws to protect abused kids

In 2017 I managed and edited [a news series](#) about a truly horrific case of child abuse in Kansas City. The stories led directly to changes in Kansas law that strengthened protections of at-risk children.

## EXPERIENCE

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### Executive Producer of Digital Media

[CBS Corp. \(KTVT-TV\)](#)  10/2005 - 07/2012  Dallas-Fort Worth

CBS owns the CBS television network as well as several TV stations across the U.S.

- Led digital content strategy development & execution for staff of 120
- Developed best practices for company's first foray into digital journalism
- Increased website traffic 930%
- Initiated & managed station's first Facebook & Twitter accounts when both services debuted to public

 [cbsdfw.com](#)

## EDUCATION

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### M.S. Journalism

[Texas Christian University](#)

### B.S. Radio/TV/Film

[Texas Christian University](#)

## MOST PROUD OF

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### My ideas have received national recognition

*The Atlantic's* consulting team said the recommendations in my published white paper "How to build a multi-product mindset in student newsrooms" applied "just as well to brands and other publishers."

See [bit.ly/2Z28nm9](https://bit.ly/2Z28nm9)

## CERTIFICATION

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### [The Leadership Challenge](#)

Attended [three-day workshop](#) & earned certificate April 2017