

Shaminder Dulai

JOURNALIST + EXECUTIVE PRODUCER + CREATIVE DIRECTOR

shaminder.dulai@gmail.com

408.306.1676 | @SDulai

EXPERIENCE

Senior Editor/Producer

Amazon, Digital Photography Review, Gear Patrol | July 2022- July 2024 | Seattle

- Manage editorial, production and development, series development, business strategy, social media and audience development to grow our community of 46M annual readers by reaching Gen Z and Gen Alpha.
- Developed business strategy to spur \$3M incremental revenue opportunity through community and editorial trust.
- Authored editorial playbook with standards and practices, ethics guide, house style guide, branding guide, community listening and engagement, SEO, SLAs and more to codify our norms and north star for our work across the newsroom.
- Spearheaded development of multiple new series and initiatives to engage new audiences: "Finer Points" (200k page views/month), "One Thing" (550k page views/month), TikTok visual ethics (23k views), podcast and editorial calendar.

Homepage/Breaking News Photo Editor

The New York Times | May 2021-November 2022 | New York City

- Curated visual presentation for homepage, live briefing products, newsletters, mobile, breaking international and domestic news and special projects.
- Drove news coverage of Ukraine, Covid-19, Afghanistan, Olympics and breaking news, using a deep understanding of news judgment and how to leverage visuals to increase audience engagement on various platforms.
- Upheld editorial standards, style guide, safety protocols, editorial standards and visuals ethics.
- Won World's Best-Designed Digital News Experience (team), SND 2022.

Sr. Director of Communications and Marketing

YMCA of Greater Seattle | June 2021-July 2022 | Seattle

- Led all internal and external communications for third largest YMCA organization in the world. Oversaw media relations and outreach, crisis communications and secured national media appearances on TV, print and radio.
- Speechwriter for President and CEO, Board and senior management.
- Created strategy for CEO communications, press releases, editorial storytelling, programming outreach, social media, member communication, financial development messaging, event programming, media literacy programs, marketing copy and strategy for fourteen branches, four camp sites, community outreach events and a myriad of civic and social programs such as foster care, housing, hunger, healthcare, senior care and more.
- Managed a team of writers, editors, photographers, video producers and freelancers to produce journalistic storytelling centered on domestic and international issues relevant to local community.

Head of Visuals and Executive Producer

Cascade Public Media (PBS KCTS9/Crosscut) | August 2019-April 2021 | Seattle

- Responsible for all visual production for broadcast TV, web and social. Led team of photojournalists, video journalists, craft editors, designers and animators in production of daily assignments, TV production of series and documentaries, and long-form visual reporting for local newsroom of KCTS9 PBS Seattle.
- Earned 13 Emmy nominations, out of 15 entries during tenure.
- Established department workflows, style guide, branding, archival system, editorial standards and ethics.
- Transitioned team from unplanned and sporadic publishing (one video/four months) to consistent and reliable weekly cadence, spurring \$1M incremental revenue opportunity through higher viewership and sponsorship, greater productivity, awards recognition and higher employee satisfaction in quality of work.
- Spearheaded Diversity, Equity and Inclusion (DEI) plan and co-developed newsroom leadership mentorship program for young journalists. Authored and implemented newsroom Covid-19 safety plan and protest safety plan. Held situational awareness trainings and anti-dox mentoring for reporter safety and best practices for securing data.

Managing Editor

NBC Left Field | August 2017-April 2018 | New York City

- Directed an award-winning team of globally minded journalists in story selection, edits, technical issues and ethics to produce deeply reported documentaries and short films for a social media and mobile-centric audience. Explored alternative story formats and technologies such as virtual reality, interactive video and social video to create experiential narratives that aid viewers in understanding the 'why' behind news stories and how they relate to their lives.
- Established workflows, style guide and archival system and maintained editorial standards and ethics. While transitioning team from monthly deadlines to weekly deadlines, established a publishing cycle of 3-4 long-form videos a week from the previous 1-2 per month.
- Managed all social media accounts and YouTube for three months while conducting the hunt for a full-timer.
- Maintained a balanced budget, deadlines and managed shifts to team staffing and freelancers as needed.

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EXPERIENCE (CONT'D)

Director of Photography and Visual Enterprise

Founder: Newsweek Films, PhotoLab, Newsweek Instagram

Newsweek | October 2012-May 2017 | New York City

- Shepherded Newsweek's re-entry into print and built photo/video department from the ground up: hired staff, built global network of freelancers; responsible for all visual reportage for print and digital.
- Oversaw color, print production, digital production and quality control of magazine, web, social and video.
- Wrote style guide for photo and video, established workflows, ethics guide, branding and graphics package, colors and fonts for video and social.
- Negotiated agency contracts and standardized contracts and rate sheets for freelancers.
- Newsroom expert on copyright, rights clearance and other legal issues. Co-hosted monthly salons with corporate lawyer on copyright and fair-use for visuals and reporting staff and editors.
- Provided training for non-visual reporters; provided workflows and visuals training for international editions.
- Worked in tandem with advertising team to create/pitch branded content in digital, print and event space.
- Founded Newsweek Films and #NWPhotoLab; curated and cofounded Newsweek's Instagram; relaunched Newsweek's Tumblr and contributed to Newsweek with text articles stemming from reporting projects or photojournalism analysis.
- Efforts earned back-to-back wins for Best Use of Photography and third place for Photo Editor of the Year.
2015 NPPA, First place, Best Use of Photography
2016 NPPA, Second place, Best Use of Photography
2016 NPPA, Third place, Magazine Picture Editor of the Year

Director of Visuals

MDRT | June 2011-December 2011 | Traveling in Airstream across USA

- Produced multiple series of photo stories, video shorts, social video, YouTube series and a web series, generating \$600K revenue for newsroom, while traveling for six months traveling from Chicago to San Francisco and back across the USA to New York City.

EDUCATION

Photojournalism BS, Film minor | San Jose State University | San Jose, Calif.

Architecture AA | Evergreen Valley College | San Jose, Calif.

RECOGNITION

- Vice President, NPPA
- Poynter Fellow
- Hearst Fellow
- ICFJ Fellow
- Harvard Nieman Fellowship finalist
- Mozilla-Knight Fellowship finalist
- Awards** (personal): NPPA, AAJA (Team): POYi, SPJ, PDN, Overseas Press Club, Fast Company, Int'l News Media Assoc., Webby, and 13 Emmy nominations.
- Fund for Investigative Journalism grantee
- International Center for Journalists grantee
- StatelessVoices.com, on Last Week Tonight
- Yarka Vendrinska Gallery Exhibition

DEI

- Writer/consultant on diversity in media: Columbia Journalism Review, Everyday Projects, Bright, DPReview, YMCA and more.
- Articles used by "Slave Play" for continuing education
- Panel leader: Unpacking Systemic Racism in Media
- PhotoWalk Astoria (New York State Council on the Arts grantee)
- Co-founder, Reclaim Photo
- Co-organizer, #WJChat
- Spearheaded 3-year DEI plan at CPM

TRAINING

- Hazardous Environment Awareness Training
- The Kalish, Visual Editors/Managers Training
- Management Leadership Academy (Wellspring)
- VII Documentary Master Class with Ron Haviv
- Multimedia Master Class with Bob Sacha
- NPPA Multimedia Immersion
- Story4 Multimedia workshop

JUDGING/OFFICIAL REVIEWER

- POYi
- Women Photograph+Getty Grant
- Best of Photojournalism, NPPA
- Deadline Club
- Diversify Photo
- Int'l Center for Photography
- Visa pour l'image
- New York Times Portfolio Review
- Eddie Adams Workshop

TEACHING

- VII Foundation, Ethical Literacy lecturer
- Int'l Center for Photography instructor
- Bronx Documentary Center film instructor
- South Asian Youth Action program instructor

Mentor: AAJA, Women Photograph, Diversify Photo, Everyday Projects, Video Consortium