

Linda Boonyuen Owens

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EXPERIENCE

- Vice President, Content Development, Consultant**, Cohn & Wolfe San Francisco, CA 2016-present
Hired as the agency's first VP of Content to humanize client stories through text, videos, and podcasts.
Strategize and consult with account teams. Lead creative teams to produce client communications.
Write and edit company white papers, reports, case studies, blogs and scripts.
- Communications Consultant**, United Nations Headquarters New York 2015-present
Develop, write, and produce Sustainable Development stories for the United Nations Headquarters.
Hire and lead crews to deliver content in five UN languages for over 190 member nations.
- Writer & Producer**, Vice Media New York & Bangkok 2015
Reported, wrote, produced and directed provocative text and video stories for a new online generation.
Filed stories on Israel's top Muay Thai kickboxing striker and Thailand's transgender rights movement.
- Communications Consultant**, United Nations ESCAP Bangkok 2012-2014
Led communications strategy for conferences attended by 62 member countries in the Asia-Pacific region.
Created press kits, website content, videos, exhibitions and managed events.
Hired and directed teams of graphic designers, video editors, and camera operators to deliver content.
Drafted contracts, procurement forms and led presentations to bidding vendors.
- Media Trainer**, Communications & Outreach Workshop, UN Women Bangkok, Thailand 2012
Designed and led a media workshop sharing my network television expertise, "How to Think Like a Journalist."
Trained eleven country managers and their communications staff how to live pitch their stories to the media.
- Lecturer**, Faculty of Communication Arts, Chulalongkorn University Bangkok, Thailand 2011-2012
Served on selection committee and interviewed prospective students for the upcoming academic year.
Taught radio and television news production to international students from Germany and the Asia-Pacific.
- Producer**, "Good Morning America," ABC News New York, NY 2005-2010
Most prolific producer who filed over 1000 stories in five years at the top morning show in America.
Produced and wrote breaking news stories for anchors and correspondents.
Gathered visual elements, coordinated satellite feeds, field produced shoots and supervised edits.
- FREELANCE**
- Producer/Director**, "Exonerated: David Wong," Independent Documentary New York, NY 2002-2005
- Field Producer/Camera**, "Moving Up," TLC New York, NY 2003-2004
- Associate Producer/Camera**, "Plastic Surgery: NY Style," Discovery Health Garden City, NY 2003
- Segment Producer**, "TV 411," PBS New York, NY 2002-2003
- Associate Producer**, "NYPD Close-up," Bravo/Irish Public Television (RTE) New York, NY 2002
- Associate Producer & Assistant Editor**, "Maternity Ward," TLC New York, NY 2001
- Associate Producer**, "Life in Progress," Oxygen Media New York, NY 2000-2001
- Writer**, Asian American Legal Defense & Education Fund New York, NY 2000-2001
- Associate Producer**, Welfare Reform Video Series Paterson, NJ 2000
- Associate Producer**, News 12 - Westchester Yonkers, NY 1999-2000
- Associate Producer**, "A Higher Education," KCSM-TV, PBS affiliate San Mateo, CA 1998
- Instructor**, Nagasaki Hokuyodai High School Nagasaki, JAPAN 1994-1997
Team-taught English composition and conversation with a Japanese Teacher of English.
Trained speech contest champions, designed course curriculum, interactive communication activities.

- EDUCATION**
- Columbia University Graduate School of Journalism New York, NY
M.S. Journalism, 1999
- University of Florida Gainesville, FL
B.A. Political Science & Japanese, 1994
- Kansai University of Foreign Studies Osaka, JAPAN
Exchange Student, 1992-1993

- AWARDS**
- Emmy Award, Outstanding Morning Program, Good Morning America 2006
Emmy Award, Outstanding Morning Program, Good Morning America 2007
Emmy Award, Outstanding Morning Program, Good Morning America 2008
Distinguished Alumni Award, University of Florida 2008

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Biography

A three-time Emmy Award winning television producer, media instructor and public relations VP with deep expertise creating global content across digital platforms. Now leads in-house creative teams to tell their own branded stories. Deadline driven, flexible and scalable to deliver network-caliber media content.

[Linda Boonyuen Owens](#) is a three-time Emmy Award winning producer with over 15 years of experience in television, entertainment, and communications. In 2016, [Cohn & Wolfe](#) public relations in San Francisco recruited Linda as their first Vice President of Content Development to humanize tech client stories across platforms including text, videos and podcasts.

Shaped by twelve years at ABC News Good Morning America, BBC, TLC, Discovery and PBS in New York City, Linda's versatile approach to content creation comes from her roots in high volume daily television where a story is multiplied into video, print and radio versions for online verticals. Today, she directs creative teams to deliver quality content worldwide. Her recent [clients](#) include Panasonic, Intel, BMW, Novartis, the United Nations, and Vice Media.

Since 2012, Linda has served as a communications consultant at the [United Nations Headquarters](#) in New York City and the [United Nations Economic and Social Commission for Asia and the Pacific](#) (UN ESCAP). She creates intimate, on the ground content to inform, inspire and persuade delegates to reach a consensus on global campaigns. Her crews deliver media in five UN languages for over 190 member countries. The United Nations has commissioned Linda to produce stories in Bangkok, Jakarta, Delhi, Kuala Lumpur, and Beijing.

In 2012, [UN Women](#) hired Linda, as an American producer living in Thailand, to share her network television experience with their offices in the Asia-Pacific region. She developed a one-day workshop to train eleven UN Women country managers and their communications staff on how to think like a journalist and pitch stories to media organizations.

That same year, the Faculty of Communications at [Chulalongkorn University](#), Thailand's most prestigious institution, tapped Linda as a working journalist to teach the mechanics of [television and radio news](#) in their international program. At the end of the course, her students from Germany and the Asia-Pacific region produced two polished TV news shows featuring exceptional storytelling in both English and Thai.

Before returning to the US in 2015, Linda elevated Vice Media coverage in Thailand. For [Vice Fightland](#), she profiled Israel's top kickboxing striker blow by blow at the historic first Muay Thai University World Cup in Bangkok. She also developed and produced a [Vice documentary](#) chronicling the transgender movement for equal rights in post-coup Thailand, a nation known for its fluid gender identity.

In 2005, [ABC News Good Morning America](#) hired Linda as a one-woman band to shoot and produce post-Hurricane Katrina stories of recovery along the Mississippi Gulf Coast. After Katrina, she began crashing breaking news stories for correspondents and GMA anchors Diane Sawyer, Robin Roberts and Chris Cuomo.

During her five years at the top-rated morning show in America, Linda produced over 1000 stories making her the most prolific producer during her tenure. She's covered the Virginia Tech shootings, climate change in the Arctic, U.S. troops homecomings from Iraq, male breast cancer, and avalanche survivors. Linda was honored as part of the GMA team that won Emmy Awards for Outstanding Morning Program in 2006, 2007 and 2008.

Linda's global view of the world started during childhood. An Air Force brat, she was raised on remote military bases in Thailand; Okinawa, Japan; Alaska; and the Florida Panhandle.

In 1998, Linda moved to New York City to attend the [Columbia University Graduate School of Journalism](#). She wrote her masters thesis on the passing of a hate crimes law in New York State. For the next twelve years, she remained in Manhattan finessing her craft as a storyteller in news and entertainment, before her transition into communications brought her to Bangkok and now, San Francisco.

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