

Linda Boonyuen Owens

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Dynamic and versatile Communications Director with expertise in strategic communications and multimedia storytelling. Drove microtargeting campaigns for COVID-19 awareness, reaching over two million students and their families. Produced Emmy Award winning breaking news and documentaries capturing human resilience. Specialized in media outreach for global organizations to inform, inspire and engage, ensuring consistent messaging across distinct media platforms. Committed to humanizing stories to inspire action and drive social change.

WORK EXPERIENCE

Communications Director, Lindabowens.com

2022 - Present Los Angeles, CA

Direct creative teams, executives and students to craft strategic communications that humanize their goals. Produce a documentary chronicling the healing journeys of child genocide survivors turned leaders in Long Beach's Cambodia Town, the largest Khmer community outside of Asia.

- Guide teams in storytelling techniques to enhance engagement.
- Edit and film documentary highlighting refugee healing and resilience.

Public Information Officer, LA County Office of Education

2021 - 2022 Los Angeles, CA

Led the COVID-19 awareness campaign serving 80 school districts and two million students returning to the classroom. Produced a video series featuring student leaders and teachers who helped keep schools open.

- Partnered with the Department of Health and CDC to integrate national, state and county messaging.
- Tackled COVID-19 misinformation by sharing the latest vaccine and testing information with schools.
- Created micro-targeting campaigns to reach students and parents in 80 school districts.

Communications & Multimedia Strategist, Common Cause

2019 - 2021 Los Angeles, CA

Supervised strategic communication campaigns for eight states in the west region from Hawaii to Texas of a national non-partisan voting rights organization. During the 2020 US Presidential Election, I coordinated social media livestreams at vote centers in Santa Clara, Riverside, Los Angeles and San Diego.

- Fielded media requests for elections, census, redistricting and campaign finance reform. Prepared talking points and coached staff for interviews.
- Hosted media briefings, penned press materials, produced videos and created social media content.

Media Trainer, UCLA Luskin School of Public Affairs

2019 Los Angeles, CA

Developed media training to transform academic data and research into engaging multimedia narratives. Guide faculty in managing tough interviews and establishing relationships with reporters.

- Coached faculty in interview techniques, improving confidence in media interactions.
- Recorded and played back video interviews, giving concrete feedback for faculty to takeaway.

Adjunct Journalism Professor, University of La Verne

2019 La Verne, CA

Developed a television news course based on the fundamentals of reporting and writing and technical skills of shooting and editing stories in Los Angeles San Gabriel Valley. Guide students through reporting in the field, news ethics and investigative techniques.

- Designed course to simulate a newsroom where students pitch story ideas and work on deadline.
- Coached students on how to report and build narratives to ensure high impact visual storytelling.

Adjunct Journalism Professor, USC Annenberg School of Communication and Journalism

2017 Los Angeles, CA

Trained the next generation of digital journalists in a master's program covering text, digital and audio video storytelling.

- Guide students through assignments, promoting ethical reporting and investigative techniques.
- Evaluate student reporting and story development, sharing constructive feedback to enhance learning.

Vice President, Content Development, Cohn & Wolfe

2017 San Francisco, CA

Oversaw content development as inaugural head at PR agency. Collaborated with teams to craft compelling client narratives.

- Spearheaded creation of engaging client stories through white papers, case studies, reports and scripts.
- Championed high quality video content to elevate client brands.

Communications Consultant, United Nations Headquarters

2015 - 2016 New York, NY

Joined UN Headquarters to develop messaging for the Sustainable Development Goals Summit: strengthening universal peace; ending poverty; fostering partnerships; protecting the planet for present and future generations; and ensuring prosperity is in harmony with nature.

- Produced a video launching a new 15-year agenda with multimedia from UN agencies, NGO's and civil society organizations.
- Subtitled video for UN platforms in five languages for more than 190 member nations in six continents.

Writer, Producer Vice News

2015 Bangkok, Thailand. New York, NY

Developed a story about Israel's top Muay Thai kickboxing striker. Produced a documentary series on the transgender rights movement in Thailand, a nation known for its fluid gender identity.

- Reported and wrote about the cultural context of Thailand's combat sport and the rise of fighters abroad.
- Investigated how Thailand is leading the charge for trans acceptance.

Communications Expert, United Nations ESCAP

2012 - 2015 Bangkok, Thailand

Led communications strategy for select conferences attended by heads of states, delegates, the private sector and civil society from 62 member countries in the Asia-Pacific region. Delivered press kits, website content, video production, exhibitions and event management.

- Produced multimedia designed to inform, inspire and persuade attendees to reach a consensus on UN global health campaigns.
- Hired teams of graphic designers, video editors and camera operators for events. Contributed my technical expertise by writing contracts, procurement forms and leading presentations to bidding companies.

Media Trainer, UN Women

2012 Bangkok, Thailand

Developed media workshop "How to Think Like a Journalist," sharing my network television expertise with UN Women offices in the Asia-Pacific region.

- Coached 11 country managers and their communication staff how to humanize their cases into stories to pitch to the news media.
- Facilitated interactive training to enhance media engagement skills/outreach. Tailored feedback to improve storytelling and pitching strategy.

Lecturer, Chulalongkorn University Faculty of Communication Arts

2012 Bangkok, Thailand

Taught Radio and TV news courses to international students covering all aspects of show production including shooting, editing and writing for television. Served on selection committee for upcoming academic year.

- Developed a course simulating a working newsroom where students pitch, report, write and edit stories.
- Mentored students to build polished TV news magazines showcasing their best work on deadline.

Producer, ABC News Good Morning America

2005 - 2010 New York, NY

Produced and wrote breaking news stories for GMA anchors and ABC News correspondents covering stories such as Hurricane Katrina, Virginia Tech mass shooting, avalanche survivors, US troops homecoming from Iraq.

- Produced more than 1,000 stories in five years, making me the most prolific producer during my tenure.
- Honored as part of the team which earned three consecutive Emmy Awards for Outstanding Morning Program in 2007, 2008, 2009.

EDUCATION

Columbia University Graduate School of Journalism M.S. Journalism	New York, NY
University of Florida B.A. Political Science & Japanese, Double Major	Gainesville, FL
Kansai University of Foreign Studies Certificate of Asian Studies	Osaka, Japan

SKILLS

Storytelling
Strategic Communications
Crisis Communications
Media Training
Multimedia Production
Video Editing
Social Media Campaigns
Content Development
Collaboration
Public Speaking

TRAINING & CERTIFICATION

PADI Open Water Diver 2023
Linkedin Coaching Skills for Leaders & Managers 2021
Linkedin Communicating about Culturally Sensitive Issues 2021
Linkedin Confronting Bias: Thriving Across Our Differences 2021
Linkedin Leading Your Org on a Journey of Allyship 2021
Google Digital Marketing 2019

AWARDS

Emmy Award, Outstanding Morning Program, Good Morning America 2007
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Linda Boonyuen Owens

Biography

Linda Boonyuen Owens is an Emmy Award-winning television news producer turned communications expert. Battle-tested in breaking news, global health and voting rights, today she leads organizations on how to tell stories. Linda has crashed breaking news for ABC News Good Morning America, led global health campaigns at the United Nations, and served as a media strategist during Election 2020.

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 audio versions for digital platforms.

Most recently the [Los Angeles County Office of Education](#) selected Linda as the public information officer for the COVID-19 testing team serving 80 school districts and two million students. To help schools fight misinformation, she produced a video series spotlighting student athletes, band students and school nurses who integrated testing and vaccinations in their routines to keep schools safe and open.

In 2019, [Common Cause](#), a national democracy watchdog group, tapped Linda as a communications strategist for eight states in the west region. During Election 2020, she led media strategy on voting rights stories including the push for mandatory mail ballots to protect public health during a global pandemic; redistricting legislation that takes the power to draw voting maps from state politicians and gives it to the people; and how being counted in the census affects the allocation of federal funds to communities for the next decade.

In 2017, the [University of Southern California Annenberg School for Communication and Journalism](#) hired Linda to train the next generation of digital journalists in their master's program covering text, digital and audio video storytelling.

From 2012, Linda served as a communications expert at the [United Nations Headquarters](#) in New York City and the [United Nations in Asia Pacific](#) (UN ESCAP). She created intimate, on-the-ground content to inform, inspire and persuade delegates and heads of states to reach a consensus on global health campaigns. Her teams created content for more than 190 countries in five UN languages. The UN 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 11 UN Women country managers and their communications staff on how to think like a journalist and pitch stories to media organizations.

Before returning to the U.S. in 2015, Linda elevated Vice News 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 series](#) 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](#) selected 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 1,000 stories making her the most prolific producer during her tenure. She covered the Virginia Tech shootings, climate change in the Arctic, U.S. troop homecomings from Iraq, male breast cancer, and avalanche survivors. Linda was honored as part of the GMA team that won an Emmy Award for Outstanding Morning Program in 2007, 2008 and 2009.

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 to communications brought her to Bangkok, San Francisco and now Los Angeles.

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