

David Bruns

2212 Cavendish Drive, Alexandria, VA 22308

Phone: 202-853-1238 Email: dbruns.07@gmail.com

Summary

Murrow Award-winning digital journalism leader with decades of experience driving video innovation in global newsrooms. Proven record of leading high-impact investigative storytelling, exclusive breaking news coverage, audience growth, and executing complex live news productions. Expertise across digital video strategy, AI integration and innovation, newsroom operations, and emerging social media formats.

Core Skills

Digital Video Strategy • Editorial Leadership • AI Workflow and Innovation • Investigative Journalism • Live Broadcast Production • Newsroom Operations • Multi-Platform Storytelling • Breaking News Coverage • Audience Growth Strategy • Documentary and Social Video Production & Editing

Experience

The Washington Post – Head of Video Logistics and Planning

January 2024 - February 2026

Senior editorial leader overseeing complex video operations, cost containment, and strategic initiatives during a period of organizational transition.

- **Led procurement and financial task force** charged with stabilizing mission-critical video operations and vendor contracts totaling 2.1M annually. Delivered a 62% reduction in spending without sacrificing critical mission needs.
- **Directed strategic planning for major live events which generated over 14 million views**, while overseeing multi-camera productions, credentialing, and live transmission. These included elections, presidential inaugurations, the funeral of Queen Elizabeth, and high-profile trials.
- **Partnered with IT leadership to evaluate AI-driven efficiencies in video production**, contributing to a forward-looking strategy to modernize workflows.
- **Conceived and led a cross-sector, social-leading video series on AI's real-world impact**, securing revenue sponsorship with Indeed and generating over 800,000 social views.

The Washington Post – Executive Producer, Original Video

October 2015 - February 2026

Directed and managed a team of 14 multi-platform digital journalists that aggressively dissected breaking news, large-scale investigations, and designed award-winning interactives involving video, photo, text, and live presentations.

- **Award-Winning Enterprise:** Greatly expanded the ambition and newsroom commitment to cross-platform interactive storytelling with video-led investigative and enterprise work, including:
 - Investigative documentary on [Paul Manafort's time in Ukraine](#), which generated over two million views and won a Murrow Award.
 - The groundbreaking interactive '[Raising Barriers](#)' which won the National Press Foundation's 2017 Innovative Storytelling Award.
 - The Post's first feature-length documentary [chronicling thirty years of White House warnings](#) and preparations for a major pandemic which had a 2.3% paywall conversion rate, one of the highest for a digital presentation at the Post.

- Team was recognized with dozens of first-place national and international awards including multiple Murrow Awards for Overall Excellence, POYi Award of Excellence, WHNPA and NPPA awards, as well as a duPont-Columbia Award for an investigation into corruption of the DEA and the pharmaceutical industry.
- **Audience Growth:**
 - Grew on-site video embed traffic for original video content by 800% in my first 3 years.
 - Scaled the Washington Post's YouTube live strategy (2016-2022), helping grow the channel from under 1M to nearly 3M subscribers, delivering 300K+ concurrent viewers on major news streams, and contributing to 1B+ total views.
 - Pioneered a novel narrative structure for AR/VR, 360-camera gear, and photogrammetry.
- **Breaking News Coverage:**
 - Pushed front-page reporting from the 2023 Israel-Hamas War and the War in Ukraine, the liberation of Izyum, and was among the first video teams to document atrocities in Bucha.
 - Directed three separate on-the-ground video teams during fourteen hours of live coverage on January 6, 2021 at the U.S. Capitol.
 - Doubled the size of the Post's network of freelance video journalists.
 - Trained team on effective and safe strategies for coverage of mass shootings, hurricanes, wildfires, COVID-19, social unrest, and immigration.
- **Launched The Post's Live Broadcast Team:**
 - Oversaw creation of The Post's live production team that debuted in 2016 and over the course of 9 years drew millions of viewers to network-level news broadcasts around major elections, political conventions, inaugurations, "January 6th" (which won a Pulitzer Prize) as well as solar eclipses and sports parades.
 - Developed, trained and coached video team and talent on production, live storytelling, and delivery.
 - Created the Elections Insights Team, responsible for delivering 'up-to-the-minute' data feed results via touchscreen.

The Associated Press – Video News Supervisor

April 2006 - October 2015

Was the lead national supervisor during early launch and scaling of AP's Online Video Network, a novel digital video distribution platform serving thousands of U.S. and global clients.

- Oversaw daily editorial meetings and nationwide video newsgathering from a team of 12 video journalists stationed across the country. Through training of text reporters, grew that team to over 20 over the next 5 years.
- Directed daily editorial operations, story assignment, script and video approval, and OVN front page management.
- Winner of multiple Murrow Awards including the 2010 Continuing Coverage on the financial crisis.
- Led video production of major cross-department investigations, including the 2014 "ZunZuneo" exposé and the 2015 Pulitzer Prize-winning investigation into forced labor in the Southeast Asian fishing industry.
- Coordinated logistics and editorial coverage of major global events, including 2008 and 2012 U.S. presidential elections, Summer and Winter Olympics, Super Bowls, and the 70th anniversary of D-Day.

KCRA-TV Sacramento – Producer

September 1999 - April 2006

Shaped distinguished and engaging morning and evening newscasts for KCRA-TV, the longstanding ratings leader in nearly every timeslot in Northern California.

- Served as the lead political producer during the 2004 Gubernatorial Election. Produced a half-hour special presentation on the role of special districts and potential waste in taxpayer spending that was nominated for an Emmy Award.

Sacramento News and Review, Woodland Daily Democrat, Davis Enterprise – Freelance Writer

Investigative, hard news and feature reporter for major weekly publications in the Sacramento Central Valley. Sourced and led an investigation into Sacramento area methamphetamine production, the growing trend of Rohypnol on college campuses, and money laundering at auto salvage donation sites.

B.A., English Literature, UC Davis

Emphasis on 1920s American literature. Reporter, *The Aggie* campus newspaper. NCAA Track and Cross-Country competitor.

Personal

Founder: Navigator Recording Studios. Recovering marathon runner. San Francisco 49ers fanatic.