

# Robert Niles

<https://www.robertniles.com>

## Experience

### Editor

Theme Park Insider, 2000 - Present

- Created award-winning publication
- Programmed content management system in ColdFusion and SQL • Designed responsive website in HTML and CSS
- Managed online community and sponsor relationships
- Hired and directed freelancer writers around the world
- Produced video for YouTube, Facebook, Instagram and TikTok

### Contributing Columnist

Orange County Register, 2015 - Present

- Created weekly syndicated newspaper column for Digital First Media

### Editor, USC Annenberg Online Journalism Review

University of Southern California Annenberg School for Communication and Journalism, 2004 - 2012

- Initiated new daily publication schedule, resulting in 400% increase in website traffic
- Improved editorial workflow through new content management system, reducing licensing expenses by 95%
- Managed newsroom of more than 100 undergraduate and graduate students
- Streamlined product development, reducing average production time by 50%

### Adjunct Instructor

University of Southern California Annenberg School for Communication and Journalism, 2002 - 2008

- Created curricula for online media reporting and production
- Managed classrooms of up to 40 students
- Coordinated curriculum deployment with other instructors

### Senior Producer, latimes.com

Los Angeles Times, 2000 - 2004

- Developed and launched editorial products for latimes.com
- Managed Times columnists, reporters and freelance writers who produced online-original content
- Created weekly column about Internet for the Times' business section.

## Education

### Northwestern University

Bachelor of Arts - BA, Mathematical Methods in the Social Sciences, Political Science

- Elected student body vice president
- One of four students appointed by the Universal President to Northwestern's Task Force on the Undergraduate Experience
- Student chairman of the Faculty Athletics Committee, which hired the athletic director for this Big Ten university

### Indiana University, Bloomington

Master of Arts - MA, Journalism

## **Awards**

Online Journalism Awards - Columbia Graduate School of Journalism and Online News Association, 2001

Winner for Service Journalism (Independent)

Webby Awards, 2005

Best Guide/Ratings/Reviews Website (Finalist)

Webby Awards, 2006

Best Guide/Ratings/Reviews Website (Honoree)

## **Publications**

Author of seven books, including "Stories from a Theme Park Insider," which spent more than 50 weeks in the Amazon Top 100 for Travel Books. His freelance articles have appeared in Alta, Nieman Reports, The Masthead (National Conference of Editorial Writers), Inference Magazine (American Statistical Association), Communication: Journalism Education Today, and Communicator: The Magazine of the Radio-Television News Directors Association.

## **Public Speaking**

Featured speaker for Six Flags, Cedar Fair, American Bar Association, National Conference of State Legislatures, James Beard Foundation, WAN-IFRA, American Press Institute, Online News Association, Knight Digital Media Center, Public Relations Society of America/Society of American Travel Writers and Association of Capitol Reporters and Editors. He has been featured on-air as a commentator for ABC Good Morning America, BBC Radio, CBS Evening News, CCTV America, CNN American Morning and National Public Radio.