



ERIK ROLFSEN

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Summary

An innovative leader who knows how to build and engage audiences in the digital space. Enjoys straddling the strategic and tactical sides of an operation, collaborating with management, staff, external partners and customers. Introduced social media as the catalyst in transforming a daily print newsroom into a digital-first news operation. Communicates for a living.

Experience

News Editor (Digital), Vancouver Province, March 2007-present

CONVERTED an initially skeptical staff of print journalists into avid users of social media as an essential everyday newsroom tool.

EDUCATED newsroom leaders and staff about trends, best practices and new technology in the digital news space.

ESTABLISHED the Province brand on Twitter, Facebook, Foursquare, Tumblr and YouTube. Recent Facebook initiatives have grown 'likes' for The Province to 3,600 from 300 in June, 2010.

RELAUNCHED theprovince.com in December 2008 as primary liaison between the newsroom and web development team at Canwest Digital Media

GREW online traffic to theprovince.com through attention to web analytics and changes to newsroom culture. In January 2011:

- monthly page views were 243 per cent of January 2009 levels
- monthly unique visitors were 249 per cent of January 2009 levels

Sports Editor, Vancouver Province, January 2003-March 2007

ESTABLISHED editorial direction of the market's dominant sports news brand.

MANAGED staff of 17 reporters, editors and columnists with a wide range of experience.

PROMOTED Province Sports brand through nightly appearances on TV, daily appearances on radio, and frequent attendance at community sports functions.

CONCEIVED, assigned and edited a National Newspaper Award-nominated series on NHL labour relations.

Assistant Sports Editor, Vancouver Province, September 2001-January 2003

SUPERVISED daily production of Province Sports section.

LAUNCHED and edited Adventure section covering outdoor pursuits in BC.

Copy Editor, Vancouver Province, June 1999-September 2001

News Editor, Vancouver Courier, December 1998- June 1999

Reporter, Maple Ridge-Pitt Meadows Times, June 1996-November 1998

Reporter, Shuswap Sun, Salmon Arm BC, September 1995-June 1996

Awards and Achievements

Finalist, Tourism Queensland's "Best Job In The World," 2009: One of only 16 applicants (and the only Canadian) out of 34,000+ worldwide to reach the final interview stage of this groundbreaking social-media marketing campaign.

National Newspaper Award, 2010: Digital editor on Province team that produced the "Operation Phoenix" series.

Jack Webster Award, 2010: Also for "Operation Phoenix".

Education

Langara College, Vancouver: Journalism Certificate, 1995

University of British Columbia: Bachelor of Arts (English literature), 1992

Giving Back

Langara College Journalism Program Advisory Committee, 2006-present

References available upon request.