

# TEMITAYO OSILESI

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Content Strategy • Editorial Leadership • Executive Communications • Multi-Platform Media

## PROFESSIONAL SUMMARY

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Senior communications and content strategy leader with 10 years of experience building editorial programs, developing executive voice, and leading cross-functional teams at top-10 and top-15 U.S. media market organizations. Trained in live news environments requiring high-stakes editorial judgment, real-time decision-making, and daily content execution at scale across broadcast, digital, and social platforms. Expertise spans content architecture, brand narrative, integrated platform strategy, and the development of original editorial franchises. Brings the operational discipline of a live-media producer and the strategic instincts of a communications leader who has built content systems, shaped organizational voice, and delivered original programming from concept to platform.

## CORE COMPETENCIES

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Editorial Strategy & Content Architecture • Executive Voice Development • Cross-Platform Content Systems • Original Franchise Development • Brand Narrative & Positioning • Audience-Centered Editorial Judgment • Cross-Functional Team Leadership • Content Governance & Standards • Stakeholder & Executive Communications • Live Production & Real-Time Decision-Making • Digital & Social Platform Strategy • Integrated Storytelling

## PROFESSIONAL EXPERIENCE

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**Senior Content & Communications Strategist** | CBS News Bay Area (KPIX | Paramount Skydance) | San Francisco, CA  
Aug 2022 – Mar 2026

- Designed and launched a daily content program from inception in the No. 10 U.S. media market, establishing editorial standards, platform strategy, brand voice, and audience messaging framework across broadcast, digital, and social with full strategic ownership from day one.
- Produced more than 500 live broadcasts as the daily 9AM program lead over two years of weekday production, maintaining editorial consistency, platform quality, and real-time decision-making under daily live conditions.
- Developed and maintained executive voice and messaging for on-air talent and organizational leadership daily, translating complex and fast-moving information into authoritative, platform-calibrated narratives for a major-market public audience.
- Created and executive-produced *Black in the Bay*, an original annual editorial franchise documenting Black history, civil rights legacy, and contemporary Bay Area community experience across two installments (2024, 2025), with full editorial ownership from concept through multi-platform distribution.
- Led a cross-functional team of 8 editorial, production, and on-air professionals through daily live execution, managing competing priorities and high-accountability deadlines inside a zero-margin production environment.

**Content & Communications Strategist** | KIRO-TV (CBS Affiliate) | Seattle, WA  
Jul 2019 – Aug 2022

- Owned weekday content strategy and production for the morning news team and led weekend broadcast operations in the No. 13 U.S. media market (Seattle-Tacoma), overseeing editorial direction for a team of four including assignment desk, editor, director, anchor, and meteorologist.
- Managed simultaneous content programs across weekday and weekend schedules, making real-time editorial decisions that balanced brand standards, breaking news, and platform requirements without disruption to daily output.

**Digital Content Strategist** | KBAK/KBFX-TV | Bakersfield, CA  
Jul 2017 – Jul 2019

- Oversaw station's full digital content operation across all active platforms including Facebook, Instagram, Twitter/X, and the station website, producing original articles, social copy, and platform-native content to extend broadcast narratives and grow digital audience reach.

**Communications Associate** | KABC-TV (ABC7 Los Angeles) | Glendale, CA  
Jan 2016 – Jul 2017

- Supported communications operations at one of the country's largest local news organizations in the No. 2 U.S. media market, coordinating cross-functional stakeholder communications across editorial, talent, and production teams.

## LEADERSHIP & COMMUNITY

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**Treasurer** | Seattle Association of Black Journalists (SABJ) | Seattle, WA  
Aug 2019 – Aug 2023

- Relaunched a dormant organization, secured 501(c)(3) nonprofit status, rebuilt financial and operational infrastructure, and led social media strategy that expanded organizational visibility across the Pacific Northwest.

## EDUCATION

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**Bachelor of Arts, Communication Studies** California State University, Northridge • Mike Curb College of Arts, Media & Communication