

# TEMITAYO OSILESI

San Francisco, CA • Temitayo.H.Osilesi@gmail.com • Temitayo.TV • linkedin.com/in/temitayo-osilesi-348120105  
Narrative Strategy • Brand Communications • Executive Communications • Editorial Leadership • Content Strategy

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## PROFESSIONAL SUMMARY

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Senior communications and content strategy leader with 10 years of experience building narrative frameworks, developing executive voice, and shaping how organizations tell their story. I build communications programs from the ground up, lead teams through high-stakes execution, and translate complex information into clear, authoritative stories for large audiences. My background spans brand narrative, executive communications, crisis strategy, and original content development across broadcast, digital, and social platforms.

## CORE COMPETENCIES

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Narrative Strategy & Messaging Architecture • Brand Voice Development • Executive Communications • Crisis Strategy & Issues Management • Editorial Program Leadership • Original Franchise Development • Cross-Functional Team Leadership • Stakeholder Communications • Content Strategy & Platform Architecture • Creator & Influencer Relations • Executive Voice Development • Digital & Social Platform Strategy • Integrated Storytelling • Audience-Centered Editorial Judgment • Values-Based Communication

## PROFESSIONAL EXPERIENCE

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**Senior Communications Strategist (Producer) | CBS News Bay Area (KPIX | Paramount Skydance) | San Francisco, CA**

*Aug 2022 – Mar 2026*

- Designed and launched a daily communications program from inception for a major-market media organization, establishing editorial standards, platform strategy, brand voice, and audience messaging framework across broadcast, digital, and social with full strategic ownership from day one. Program performance directly influenced a network-level decision to expand coverage in the time slot.
- Maintained editorial authority and communications consistency across daily live broadcasts, setting and upholding platform standards in a zero-margin production environment with no room for error.
- Developed and maintained executive voice and messaging for organizational spokespeople and 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 PR and thought leadership franchise documenting Black history, civil rights legacy, and contemporary Bay Area community experience across two installments (2023 and 2024), with full ownership from concept through multi-platform distribution.
- Managed real-time issues and editorial crisis response in a continuous high-stakes communications environment, making high-stakes communications decisions under deadline pressure and advising spokespeople and leadership on appropriate messaging.
- 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.
- Led communications strategy within an augmented and virtual reality production environment, translating immersive technology experiences into accessible narratives for broad public audiences.

**Communications Strategist (Producer) | KIRO-TV (CBS Affiliate) | Seattle, WA**

*Jul 2019 – Aug 2022*

- Owned weekday communications strategy for a major-market media organization, overseeing editorial direction for a cross-functional team of four across editorial, production, and on-air functions.
- Managed simultaneous content programs across weekday and weekend schedules, making real-time editorial decisions that balanced brand standards, rapidly evolving information, and platform requirements without disruption to daily output.

**Digital Communications Strategist & Weekend Producer | KBAK/KBFX-TV | Bakersfield, CA**

*Jul 2017 – Jul 2019*

- Served as sole communications lead on duty, managing all editorial decisions, content development, and real-time execution across a full broadcast program with no backup and no margin for error.
- Oversaw the organization's full digital communications operation, producing original articles, social copy, and platform-native content across all active channels to extend editorial narratives and grow digital audience reach.

- Developed and executed cross-platform content campaigns, managing creative direction, editorial pacing, and digital distribution simultaneously across multiple channels.

**Communications Associate | KABC-TV (ABC7 Los Angeles) | Glendale, CA**

*Jan 2016 – Jul 2017*

- Supported communications operations at one of the country's largest media organizations, 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 and public relations strategy that expanded organizational visibility and community engagement across the Pacific Northwest.
- Developed and executed creator and influencer outreach campaigns that grew organizational audience and strengthened media relationships across the region.

**Guest Speaker & Mentor | Industry Speaking Engagements | San Francisco, CA / Seattle, WA / Santa Clarita, CA**

*2018 – 2026*

- Invited speaker and mentor across multiple journalism education programs including the College Broadcast News Workshop hosted by SAG-AFTRA and San Francisco State University, speed mentoring for journalists of color through the Asian American Journalists Association at the Seattle Times, and a guest speaking engagement at College of the Canyons. Consistent focus on supporting the next generation of communicators, particularly journalists of color navigating complex industry transitions.

**EDUCATION**

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