

MIKE O'BRIEN

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SUMMARY

Experienced regional news personality and content producer looking for opportunities within the sports media landscape. A strong leader possessing advanced storytelling abilities and production skills that include videography, producing, and editing. Expertise in research, story selection, and content development.

EXPERIENCE

GREATNESS MEDIA

Los Angeles, CA

Associate Producer/Editor – 'The School of Greatness Podcast'

2022-Present

- Brainstorm and contribute creative ideas for videos to elevate the Greatness brand.
- Assist with staging, set preparation, and operation of cameras and other equipment.
- Edit all full shows, audio and video, as well as social/promo clips.

KCRG-TV9

Cedar Rapids, IA

Sports Anchor/Reporter/Producer

2017-2021

- Reported live updates, stories, and highlights on daily newscasts.
- Conceptualized ~2,000 various forms of content, ranging from social media to on-air broadcast.
- Applied skill set in video production, demonstrating advanced skills in videography and various editing programs such as Final Cut Pro, Edius, and Adobe Premiere Pro.
- Redesigned content distribution methods for sports department on website and social media platforms.

KARE11

Minneapolis, MN

Freelance Photographer/Producer

2016-2017

- Arranged various forms of television content for both news and sports topics.
- Learned advanced storytelling techniques and improved skills as a project manager.
- Assisted with the writing, development, and publishing of digital content.

KVRR

Fargo, ND

Weekend Sports Anchor/Reporter/Producer

2015-2016

- Established growth in live on-air reporting, hosting, and anchoring.
- Designed and implemented new forms and styles of digital content, resulting in substantial increase of company's digital footprint.

SPECIAL PROJECTS

@The2020Tourney

2020

Founder/Content Manager/Producer

- Developed creative and original content for a multi-platform simulation of March Madness, amassing more than 1.2 million social media impressions in three weeks.

EDUCATION

Illinois State University

Normal, Illinois

Bachelor's Degree, Broadcast Journalism

2010-2014

SKILLS

Content Creation | Video Production | Project Management | Strategic Planning | Videography | Storytelling

Technical: Final Cut Pro, Adobe Premiere Pro, Adobe Photoshop, After Effects, Avid Media Composer, Edius.