

# MIKE O'BRIEN

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## SUMMARY

Focuses on details, results, and quality as a visual storyteller. Expertise in research, story selection, and content development & distribution. A strong leader possessing advanced storytelling abilities using various video production programs.

## EXPERIENCE

### **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.

### **Channel1450.com**

Springfield, IL

#### ***Sports Digital Media Specialist***

2014-2015

- Gained valuable knowledge and experience reporting on local high school sports.
- Validated abilities in video production, creating hundreds of highlight packages and feature stories.

## 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.

## 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, Avid Media Composer, Adobe Premiere Pro, Adobe Photoshop, After Effects, Edius.