

ALAN E. RODGES
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COMMUNICATIONS PROFESSIONAL

Talented and exceptional writer and communications professional with over 5 years of digital content production, extensive digital/social media posting/writing, social media marketing and management, writing, editing, print media and relationship building experience.

- *Proficient in Hootsuite
- *Proficient in Adobe Technologies
- *Proficient in Google Workspace/G Suite
- *Exceptional writing and editing skills
- *Exceptional analytical and research skills
- *Proficient with all Social Media platforms
- *Proficient with AP style writing
- *Proficient in Microsoft Office Suite
- *Proficient in Creating static and motion graphics
- *Working knowledge of HTML and CSS
- *Proficient with various CMS software, including WordPress

EMPLOYMENT EXPERIENCE

WOIO-19 News
Cleveland, OH

09/19-Present

News and Digital Content Producer

- Responsible for the content and overall production of newscasts
- Stack the rundown and manage the on-air broadcast from the control room
- Contribute story ideas and work closely with reporters and anchors to execute ideas
- Produce news content on all platforms - broadcast, digital, mobile
- Oversee and write news briefs and daily promos
- Respond quickly and aggressively to breaking news
- Copy-edit reporter scripts as well as all newscast copy
- Edit video for multiple platforms
- Field produce stories for all platforms
- Coordinate remote broadcasts, live shots and video clips/voice-overs for videos
- Critical thinking, creative and analytical skills
- Generate motion and static graphics
- Responsible for time queues to ensure strict production deadlines are met
- Responsible for team of anchors and multimedia journalists to ensure smooth workflow
- Utilize SEO
- Remain current in social media changes/trends
- Coordinate, proof and edit teleprompter
- Establish, develop and maintain relationships with sources and news outlets
- Utilize press releases
- Monitor social media platforms for posts, reactions and impressions
- Boost social media posts
- Collaborate with news director to prioritize content of broadcast

WFMJ-TV
Youngstown, OH

10/18-09/19

Assignment Desk Manager

- Responsible for day-to-day assignment of news stories and management of staff
- Generated, planned, and followed up on news stories
- Assisted with and provided content to digital/social media platforms
- Gathered and generated leads on new stories
- Responded quickly and aggressively to breaking news
- Coordinated and managed logistics of staff to ensure strategic, remote coverage of news stories
- Ensured strict deadlines were met
- Established and maintained contact and relationships with sources/news outlets
- Ensured smooth workflow

Digital/Multimedia Producer

- Evaluated news leads and tips in order to develop story ideas
- Gathered and fact-checked information regarding news stories
- Utilize SEO
- Boosts social media posts
- Strategized to increase viewership by using Google Analytics
- Researched and conducted interviews on potential news stories
- Wrote accurate, balanced, interesting, engaging and captivating stories
- Proofread and edited stories
- Updated content to digital/social media platforms several times daily
- Wrote clear and concise daily web stories
- Ensured strict deadlines were met
- Established and maintained contact and relationships with sources and news outlets

Weekend News and Sports Producer

- Developed, wrote and edited scripts for anchors
- Determined relevance of news stories for sports and newscasts
- Generated graphics
- Ensured strict deadlines were met
- Coordinated scripts and video clips/voice-overs for video
- Coordinated and proofread teleprompter
- Responsible for time queues
- Established and maintained contact and relationships with sources and news outlets

4th-N-Goal Sports Talk Radio Show Rookery Radio Co-Host Youngstown State University

01/15-12/17

- Presented clear, factual, informative and entertaining sports information
- Advance preparation of topics to be discussed
- Engaged callers from across the country in lively on air discussions
- Gathered news and weekly statistics of YSU athletic teams, local athletic teams and professional teams and games
- Responsible for fact-checking
- Utilized SEO
- Monitored social media platforms
- Encouraged listening audience to attend and support YSU athletic events/programs
- On air interviews with YSU coaches, athletes, staff and coaches and athletes from surrounding communities
- Developed strategies to market/promote athletic events
- Produced, participated in and streamed Facebook Live broadcasts
- Provided updates, content and uploaded videos to social media sites while observing best practices
- In charge of technical aspects of the show, such as the control board

The Jambar
Youngstown State University
Multimedia Editor

06/15-05/16

- Appointed to Multimedia Editor and supervised a staff of 4 Multimedia Assistants
- Scheduled/conducted interviews
- Responsible for layout of content
- Edited content/fact checker to ensure highest journalistic standards were met
- Attended press conferences as well as university and community functions
- Ensured timely and accurate editing of news articles in order to meet strict deadlines
- Ensured highest journalistic standards and best practices were utilized
- Assigned stories
- Occasional travel with football team to cover games, shoot footage and take pictures
- Selected ideas for stories submitted by writers/reporters
- Trained photographers and videographers in various video and problem solving techniques
- Photographer/videographer, edited photos/footage and uploaded photos/footage to social media sites
- Proficient in and utilized Adobe technologies
- Special project-Shot video for the Horizon Basketball League during March Madness for ESPN-U

The Jambar
Youngstown State University
Sports Writer and Multimedia Assistant

09/13-06/15

- Scheduled/conducted interviews
- Provided complete and accurate previews and recaps to Men's Basketball, Football, Baseball and Women's Basketball and Softball games
- Proficient in and utilized Adobe technologies
- Attended press conferences as well as university and community functions
- Ensured highest journalistic standards and best practices were utilized
- Occasional travel with football team to cover games, shoot footage, and take pictures
- Encouraged and promoted attendance and support of YSU athletic programs through my columns
- Provided updates, content and uploaded videos to social media sites
- Ensured timely submission of articles in order to meet strict deadlines
- Photographer/videographer, edited footage and uploaded footage to social media sites

EDUCATION: Youngstown State University, Youngstown, OH 44504
Master of Arts: Professional Communication
Bachelor of Arts: Journalism

<https://www.linkedin.com/in/aerodges>

<https://rodgesfamily111.journoportfolio.com>