

R Craig Poole

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Work Experience

Digital Content Manager, WOWK-TV, Nexstar Media Group

January 2016-Present

- Manage the news station's website and social media accounts
- Write articles and posts for the news station's website and social media
- Develop the digital strategies for daily posting, events, and long-term initiatives
- Manage the news department's execution of digital strategies on social media and the news station's website
- Train staff on best practices for social media and the news station's website
- Create reports based on social media and digital analytics
- Edit video for the news station's website, social media, and broadcast using Adobe Premiere and Sony Vegas
- Led the design, building, and migration of five news stations' websites to an updated look and CMS
- Create graphics for use on news station's website, social media, and broadcast using Adobe Photoshop
- Utilize HTML and CSS code languages, along with RSS feeds
- Manage and produce live streams for the news station's website and Facebook

Freelance Videographer, Producer, and Editor

March 2015-December 2016

- Edited and produced safety videos for Solvay Specialty Polymers using Adobe Premiere & Adobe Audition

Intern, Solvay Specialty Polymers, Marietta, Ohio

Summer 2012; Summer 2013; Summer 2014; December 2014-January 2015

- Prepared procedures and work instructions for computer program (SAP)
- Entered, formatted, and correlated data in Microsoft Excel, Access, and in-house computer program
- Designed spreadsheets and tables for data tracking
- Managed, updated, and collected insurance certificates for on-site contractors

Related Experience

Video Production Intern for West Virginia Illustrated

- Assistant Director & Associate Producer for Mountaineer Gameday, a weekly live 2-hour WVU sports show
- Camera Operator and Floor Manager for Mountaineer Gameday
- Assistant Director for live broadcast of WVU Women's Soccer game on Root Sports

Executive Producer for WVU News, a television newscast produced by journalism students at the Reed College of Media at West Virginia University

- Chose content, created newscast rundowns, and wrote scripts
- Produced newscasts during taping

Videographer for Belpre, OH Relay for life

- Filmed the event and edited the footage into multiple videos for their internal use

Education

West Virginia University, Graduation December 2015

- Bachelor of Science in Journalism
- Bachelor of Arts in Biology

Williamstown High School - Class of 2010, Valedictorian

Awards and Honors

- Member of the Relations Committee for the Presbytery of West Virginia
- Eagle Scout, Boy Scouts of America
- President of Presbyterian Student Fellowship at West Virginia University