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## SKILLS

Acting  
AP Style Writing  
Asset Archiving  
Content Delivery  
Communication Plans  
Emceeing  
Event Planning  
Interviewing  
Live Production  
Historical Research  
Mentorship  
On-camera Presentation  
Personnel Management  
Publication Design  
Public Speaking  
Social Media Management  
Teaching  
Voiceover

## TECHNICAL KNOWLEDGE

Adobe Creative Suite

- After Effects
- Audition
- Media Encoder
- Illustrator
- InDesign
- Photoshop

Apple Compressor  
Audio Mixing/Production  
Blackmagic Design Solutions  
DSLR Photography  
Final Cut Pro X  
HTML5  
Microsoft Office  
Newtek Production Platforms  
Pro Videography  
RTMP/HTML5 Streaming  
VOIP Audio Encoding

# PATRICK REED

**ABOUT ME** ♦ I'm a versatile communicator who is passionate about presentation and storytelling, while committing to the preparation and attention to detail required to deliver high-quality results. My skills range from front-facing and voice talent, to behind-the-scenes production, planning and collaboration.

## Independent Contractor/Sole Proprietor ♦ Patrick Reed Media ♦ June 2019-present

- Developed new clients while leveraging past relationships into sustainable work in broadcast talent, voiceover, media consulting and production capacities, booking more than 100 events over the 2019-20 years.
- Collaborated with Milwaukee-based production company MyPeople Creative LLC in development of an over-the-top (OTT) streaming platform, Wisconsin Sports Stream (WSS), which streams live and on-demand sports content with a local focus.
- Performed sports play-by-play and hosting, appearing on outlets including FOX Sports Wisconsin, AHL.tv, iHeart Radio Milwaukee sports stations, the BIG EAST Conference, Wisconsin Sports Stream, and WestwoodOne Radio.
- Co-producer, host, and interviewer for the bi-weekly television show Inside Marquette Basketball, as a contractor for MyPeople Creative LLC and Learfield IMG College Marquette Sports Properties.

## Director of Digital Media/Athletics ♦ Marquette University ♦ Nov. 2012-May 2019

- Single-person production of over 200 pieces of video content per academic year. Scope of work included live event production, special event video pieces (banquets, fundraisers, presentations, student-athlete recruiting), social media video content, sponsored elements and television.
- Managed and mentored as many as 15-20 College of Communication students per year in topics ranging from on-demand video production, to live event production, to broadcast talent skills and practices.
- Served as a primary manager and producer for Marquette men's basketball verified social media accounts, which reach nearly 90,000 users (including Twitter @MarquetteMBB, Facebook @MarquetteMensBB and Instagram @marquette.mbb) with more than 25 million impressions annually.
- Handled public and media relations roles relative to all of Marquette athletics, with specific focus on men's basketball and men's golf programs.
- Launched MU's first productions of live game content (non-televised) on internet platforms, beginning in 2014. This evolved from single-camera streaming of home events to developing a robust multi-camera production operation, staffed entirely by university students with minimal cost to athletics department.

## Director of Athletic Multimedia Services ♦ Radford University ♦ July 2010-Nov. 2012

- Promoted to form Radford University's Athletics Multimedia Services Department in 2010, drawing upon television production skills to create a full-time position that addressed the department's changing needs.
- Member of Radford University's athletics senior staff, the decision-making committee for RU athletics.
- Adjunct Instructor for two years as part of the university's New Student Programs UNIV100 curriculum, which acclimated freshman students to campus life and academic expectations. Developed a syllabus and grading rubric for the course.

## Assistant Director of Athletic Communications ♦ Radford University ♦ July 2008-July 2010

- Coordinator of communications efforts for Radford University's NCAA Division I intercollegiate athletic programs, including men's and women's soccer, baseball, men's basketball and track & field.

## Assignment Desk Editor, Associate Producer ♦ WLTX-TV, Columbia, S.C. ♦ Aug. 2006-May 2008

- Early morning, weeknight evening, and weekend assignment desk for the newsroom; Produced WLTX's 20-minute high school and college football highlight shows for two seasons.

## Communications Graduate Assistant ♦ Carolina Alumni Association ♦ Aug. 2006-May 2007

- Wrote feature stories for MyCarolina.org; generated sponsorship agreements for Alumni Association football tailgates at Williams-Brice Stadium.

## Sports Information Intern ♦ Johns Hopkins University ♦ Aug. 2005-May 2006

- Coordinated communications efforts for NCAA Division III programs – primary contact for volleyball, women's soccer, men's basketball, wrestling, track & field/cross country, baseball – Contributing publisher to the nation's top Division I men's lacrosse media guide in 2006 (CoSIDA).

## EDUCATION

James Madison University • Bachelor of Science (Media Arts & Design, Print Journalism) • 2005  
University of South Carolina • Coursework (Mass Communications) • 2006-08