

MIKESUSSMAN

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SUMMARY

Sixteen years in broadcast television, specializing in creative promotion, branding, and advertising. My work has repeatedly been recognized among the best in the industry, winning the highest regional and national awards in both advertising and promotions. My success and leadership has directly led to success for my employers.

TELEVISION EXPERIENCE

Creative Services Manager

Charlotte-Mecklenburg Schools Television | Charlotte, NC **February 2008 - June 2010**

Responsible for all creative output of CMS Television, the PEG channel and video production services department of Charlotte-Mecklenburg Schools. Graphic artist, webmaster, editor, writer/producer, and videographer. Designed and created all production elements including logos, show opens, and lower thirds using applications such as PhotoShop, After Effects, Illustrator, Zaxwerks 3D, and more. Station webmaster, incorporating both content management systems and hand-coded HTML/CSS solutions. Video encoding and technical maintenance of the district's online streaming services. Writing, producing, videography, and editing of everything from show packages to departmental videos.

- Created new graphics package for all news products, including daily newscasts and weekly media briefings.
- Helped launch the district's new online video delivery system (Granicus). Within six months CMS was the service's sixth largest content producer nationwide.

Instant Replay Head Technician

National Football League | Charlotte, NC **August 2004 - Current**

Head Tech, responsible for all technical aspects of NFL Instant Replay at Bank of America Stadium. In charge of equipment maintenance, game day system setup and operations, and on-field Instant Replay personnel. Promoted from previous positions of Field Assistant and Field Attendant.

Creative Services Senior Producer

WAXN-TV | Charlotte, NC **September 1998 - February 2008**

Creative Services leader for one of the most competitive independent television stations in the country. Managed all day-to-day department operations, supervised department projects, and administered workload among employees. Chief branding officer, leading decisions on key marketing strategies across multiple media platforms. Head creative writer, responsible for developing attention-grabbing promotional marketing campaigns designed to increase ratings and improve station brand awareness. Department point-person, working in conjunction with other departments to optimally achieve all station goals. Promoted from previous position of Writer/Producer/Editor.

- National Addy Award, Promax Gold Medallion, and 2 Emmy Awards (4 nominations)
- Revised on-air strategies, resulting in an immediate 12% ratings increase across all key time periods, which lead to the most successful ratings book in station history.
- Initiated and led major station rebranding effort, including new station logo, new branding and taglines slogans, and overall station image repackaging.
- Developed, created, and implemented multi-media sweeps campaign that resulted in a 21-fold increase in website traffic and garnered national media buzz.

Commercial Producer

WPTZ-TV | Burlington, VT - Plattsburgh, NY - Montreal, PQ *August 1996 – September 1998*

Commercial Writer, Producer, Videographer, and Editor. Responsible for all phases of local television advertising campaigns from initial concept to air, including client relations and all technical production. Spots edited on Avid and Panasonic non-linear systems. Assisted with daily newscast operations and special live-remote broadcast productions.

- New York State Broadcasters Association Outstanding Commercial Award

Commercial Videographer

WMDT-TV | Salisbury, MD

August 1995 – August 1996

Creative Videographer responsible for all station commercial and promotional production, including videography, lighting, and audio.

Graphic Artist / Floor Director

WNNE-TV | White River, VT

December 1994 – August 1995

Graphic Artist responsible for creating and preparing all daily newscast graphics. Floor Director responsible for directing newscast talent and operating all studio equipment. Assisted with Promotions and field news gathering. Trained as backup Technical Director.

FREELANCE

Freelance Webmaster / Graphic Artist

Charlotte, NC

1997 - Current

Custom website design and authoring for small and medium size business clients, utilizing hand-coded HTML, CSS, and PHP computer programming languages. Customer relations and technical maintenance of clients' web hosting services. Graphic Design services including logo development, image manipulation, and print collateral.

- ESPN Website of the Week
- Chrysalis Award

Live Broadcast Logger

ESPNU | Charlotte, NC

September 2005 - Current

Detailed live logging of televised college sporting events for immediate rebroadcasting of game highlights on national cable network.

Editor / Videographer

Hughes Sports Television | Lake Placid, NY

December 1997 – September 1998

Primary Editor and Videographer for the United States Luge Association and the International Luge Federation's Agency of Record. Field videography at United States Olympic Training Center. Linear and non-linear editing of corporate sponsorship videos and full-length sports programming for European broadcasts.

EDUCATION

State University of New York at Plattsburgh
Mass Communication: Bachelor of Science, 1994
AERho, National Broadcasting Honor Society

REFERENCES

Recommendations available at [linkedin.com/in/mikesussman](https://www.linkedin.com/in/mikesussman)
Reference contacts available upon request