

# Brandon Simmons



Multimedia Journalist / TV Reporter  
Tech Enthusiast



## ABOUT ME



Born and bred in Cleveland, Ohio, I'm a husband and father to three young girls. Outside of family time, you'll often find me navigating media and technology spaces — examining how the two are intertwined and very closely connected to one another. I also have a passion for creative storytelling and figuring out the best way to convey pointed messaging and important information to clients, consumers, and the community.

## CONTACT



### Please Note:

Some information including address, phone number and email address are removed from web version. Please use social media links or 'Contact Me' page instead.

### Find me on Social Media:

@216Brandon

### Online:

www.216Brandon.com

## SKILLS



Emerging Media & Digital Analytics

Microsoft Office 365

Adobe Creative Suite

Internal/External Communications

Media Writing

FAA Licensed Drone Pilot

## EXPERIENCE

### Multimedia Journalist WKYC Studios - Cleveland

2010 — Present

- Provide insight and influence leadership teams during the editorial decision-making process
- Strategize for longterm projects and execution in collaboration with special projects/marketing team
- Streamline training and provide coaching to colleagues during onboarding and employment
- Cultivate and manage trusted relationships with leaders in government, NGO, and corporate sectors
- Supervise election results entry and configure databases to integrate with the external data feeds
- Help consolidate news department equipment requisitions, purchases and expense reporting
- Utilize advanced audiovisual shooting and editing techniques to deliver high-quality content ahead of strict deadlines
- Responsible for news gathering and content creation for on-air broadcasts and digital platforms
- Schedule, prepare for and conduct daily interviews
- Identify and resolve roadblocks in order to deliver compelling stories via on-camera live TV reports.
- Serve as a recognizable brand ambassador of wkyc studios in the community

### Production Manager Mt. Zion of Oakwood Village

2008 — Present

- Manage in-house IMAG video production, stage lighting, audio engineering and motion graphics
- Provide continuous training for rotating paid and volunteer staff
- Technical director during live events
- Encode recorded events for online platforms

### Video Streaming Coordinator

2009 — 2011

### Horizon League Network

- Technical director for live broadcast sports events
- Coordinate and uplink broadcast feeds to streaming services
- Create graphics for streaming events using motion compositing software

Additional employment history available upon request...

## EDUCATION

### Master of Arts - Public Relations

2016 — 2017

### Kent State University

Study all aspects of Public Relations strategy including measuring and analyzing the effectiveness of PR initiatives. Advanced coursework hones in on PR ethics and laws, strategic writing and messaging, crisis communications, and social media strategy.

### Bachelor of Arts - Digital Media

2007 — 2011

### Cleveland State University

Coursework focuses on advanced audio and video production technique coupled with studio and production management. Core coursework is also comprised of journalism and mass media studies.