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|  | Shelley Karam  Producer/Editor  [shelley.karam@gmail.com](mailto:shelley.karam@gmail.com), 713-628-6407 | |  | |
| Area of Expertise Content Management  Project Management  Field Production  Live/LTT Show Production  Video Editing  Social Media Promotion  Writing/Editing Key Skills **Video Editing:** Adobe Creative Suite, Avid, Final Cut, Vyond, Quantel. Descript  **Graphics:** Adobe Creative Suite, VCS, Expression  **Cameras:** Sony A7R IV, Canon EOS 80D  **Internet/Computer:** ENPS, iNews, Rundown Creator, Ooyala, Microsoft Office, CMS, LinkedIn, Twitter, Instagram, Facebook, Snapchat, PodBean, Megaphone, Slack Project Management & Presentation: Adobe Creative Suite, PowerPoint, Keynote, WrikeEducation B.A. Broadcast Journalism,  University of Houston  Cum Laude graduate  Dean’s List Honors/Awards National Sports Emmy Nominee, Outstanding Daily Show – ESPN  *SportsCenter 2006-2009* | | Career Highlights **Producer** • Federal Reserve Bank of St. Louis • St. Louis, MO • Oct 2020-present  **Key Project:** Produced and edited Purpose of Capital video   * Full production ownership of several podcasts including recording, editing, and post-production posts. * Create teaching videos using Premiere, After Effects, Photoshop, Character Animator, and Vyond. * Support host and guests from all levels of FRS leadership. * Contribute to content team’s planning and creation of content. * Primary contact for webinars, virtual classrooms, and other interactive training sessions by coordinating daily activities, including consulting on the intake of new requests and identifying technology needs to best provide content. * Set up and run appropriate webinar and interactive tools for small to very large groups, ensuring understanding of required audio/video tools. * Work with team to develop and enhance policies, procedures, and processes for administration programs.   **Podcast Editor** • Just Women’s Sports • O’Fallon, MO • Aug 2021-Jan 2022   * Recorded, edited, and posted Just Women’s Sports podcast and Snacks podcast, which was recognized by Diverse Representation as a podcast hosted by Black women in the sports industry * Provided all post production services, including all audio, video, music, and write ups/descriptions * Provided project management services including scheduling, coordination and content prep including ensuring scripts are started and completed   **Video/Content Producer** • Axiom Product • O’Fallon, MO • July 2020-October 2021  **Key Project:** Produced, directed, and edited culture video   * Managed video team and oversee video pre-production planning and on-site production activities. * Composed and oversee scriptwriting, direction, voice over, photography and complete video-making process. * Planned stories, designs, concepts and graphics for video production. * Directed and produced product, marketing, and sales videos as well as videos for special occasions, such as holidays, testimonials and corporate videos. * Monitored post-production processes in order to ensure accurate completion of all details. * Produced and edited webinars and the podcast, Digital Dirt.   **Multi-Platform Producer** • KSDK • St. Louis, MO • Nov 2019-July 2020  **Promotions Producer** • *July 2018-Nov 2019*  **Key Projects**: Produced, directed, edited Frankly Speaking and Hit and Run   * Produced, directed, and edited two weekly segments for Sports: Frankly Speaking and Hit and Run using Premiere, After Effects, and Photoshop. * Produced, edited, and designed all elements for the digital hockey show: The Faceoff in Premiere, After Effects, and Photoshop. * Edited Edward R. Murrow Award-winning podcast, Abby Eats St. Louis. * Used creative production techniques such as text, graphics and new forms of media (viewer pictures, webcam interviews, etc.) to enhance stories. * Developed, produced, shot, and edited image campaigns, station and sweeps promotions, and nightly topical videos while managing deadlines. * Developed promotional materials to enhance program positioning and drive brand image, awareness, preference, and viewership.   **Per Diem Sports Producer** • WFLD • Chicago, IL • Sept 2017-April 2018  **Key Projects**: Field producer at Cubs, Bears, Bulls, and Blackhawks   * Wrote, produced, and edited Chicago sports news under tight deadlines using Premiere. * Produced and edited Chicago sports features for newscasts, FOX Kickoff Sunday, Bears Post Game, and The Final Word using Premiere and Photoshop. * Ensured sports segment is properly covered with an emphasis on Chicago news by putting together a rundown and talking with talent and analysts about discussion topics. * Built graphics for all sports shows and features. * Developed content initiatives for various Chicago sporting events.   **Producer** • Campus Insiders (now Stadium) • Chicago, IL • Jan 2016-April 2017  **Segment Producer** • *Feb 2014-Dec 2015*  **Key Projects**: The Seth Davis Show Producer, Field Producer at 2015-2016 Sweet 16, Social Media Producer at Big 12 and Big Ten Media Days, Producer at CUSA Media Days, Created CI-nder and Shark Tank segments.   * Post-produced Cynopsis Sports Award-winning series The Seth Davis Show. * Created show concepts and rundowns, wrote scripts, and built graphics for live shows, taped shows, remote shoots, and sales videos. * Created graphics in After Effects and XPression during live and taped shows/segments. * Worked with editors on post-production, including graphic design and creation, audio clean up, video enhancement and compression. * Coordinated with on-air talent including organizing remote appearances for correspondents, coaches, and players. * Posted segments to YouTube, Campus Insiders, and social media in a timely manner; resulting in more than 10,000,000 views to the website. | |  | |
|  | | **OTHER RELEVANT PROFESSIONAL EXPERIENCE**  **Associate Producer** • CSNNE (now NBC Sports Boston) • Burlington, MA • Dec 2012-Nov 2013  **Associate Preditor** • ESPN • Bristol, CT • March 2011-Nov 2012  **Production Assistant I-III** • ESPN • Bristol, CT • April 2005-Nov 2011 References **Sid Singharath,** Demand Generation Marketing Manager – SMA Technologies  [sidsingharath@gmail.com](mailto:sidsingharath@gmail.com), 913-449-9350  **Ambre Moton,** Managing Editor, Studio – Lee Enterprises  [ambre.moton@gmail.com](mailto:ambre.moton@gmail.com), 515-771-7694  **John Eskra,** Executive Sports Producer – WFLD  [john.eskra@foxtv.com](mailto:john.eskra@foxtv.com), 312-296-3195 | | |