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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*  Vyond Boot Camp Achievement - *2025* | | Career Highlights **Producer** • Federal Reserve Bank of St. Louis • St. Louis, MO • Oct 2020-present  **Key Project:** Produced numerous Town Halls   * Develop high-quality instructional videos using Premiere Pro, After Effects, Photoshop, Character Animator, and Vyond. * Oversee full-cycle production for multiple podcasts including recording, editing, and post-production distribution. * Contribute to content strategy, collaborating with the team to plan and create engaging content. * Serve as the primary contact for webinars, virtual classrooms, and interactive training sessions, managing daily coordination, consulting on new requests, and advising on technology solutions. * Execute seamless webinar experiences for audiences ranging from small groups to large-scale events. Ensuring optimal use of audio/video tools and interactive features. * Creating policies, procedures, and processes to enhance program administration and content delivery. * Provide production support for hosts and guests at all levels of the Federal Reserve System leadership.   **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,** Director of Studio Production – Bay FC  [ambre.moton@gmail.com](mailto:ambre.moton@gmail.com), 515-771-7694  **Antoine Lewis,** Media Consultant – Kann Advisory Group  [atrain88@aol.com](mailto:atrain88@aol.com), 860-874-5420 | | |