

SEAN M. SHORE

205-534-1547/ sean_m_shore@yahoo.com / [Demo Reel](#)

WORK EXPERIENCE

Broadcast Producer, The University of Alabama, May 2017-Current [Link](#)

- Direct and produce and edit video content for The University of Alabama Division of Strategic Communications
- Work as a team to communicate key messages to internal and external stakeholders and advance the University's mission.
- Create and assist in the production of video projects for both internal and external clients, campus marketing initiatives, audio production services and event coverage.
- Manage and promote The University of Alabama brand worldwide via multimedia and social media campaigns.

Instructional Technologist II- Digital Production Specialist, The University of Alabama, July 2015-May 2017

- Managed a team of student workers responsible for all aspects of audio and video production within The Center for Instructional Technology (CIT). [Link](#)
- Developed and oversaw data asset management, and provided technical support services for Emmy Award winning television show *Discovering Alabama*.
- Provided compliant deliverables for both web and television broadcast.
- Collaborated with high level administrators to support Faculty and Undergraduate research through various ongoing video based projects.
- Design and implement a multi-tiered internship-training program focused on developing industry level production skills in students through a partnership with TCF, Discovering Alabama, and CIT.

Multimedia-Web Producer/Content Manager - The Tuscaloosa News, Feb 2008- March 2015

(New York Times/Yahoo Sports/ Gatehouse Media)

- Lead the video production team and coordinated with other creative teams to tell compelling stories via multimedia for www.tuscaloosaneews.com, www.tidesports.com, & tusk205.com
- Produced, wrote, directed and lead set up of lighting, camera & audio equipment for on location and in studio multi-camera shoots.
- Spearheaded launch of NY Times RMG's first subscription site (www.tidesportsextra.com) and helped coordinate the collaboration between Yahoo's Rivals.com and TideSports.com in 2011.
- Content Manager responsible for maintaining, scheduling and updating daily web content for TideSports.com & Tuscaloosaneews.com, delivering multimedia and social presence for each post.
- Maintained video/photo infrastructure for archiving original HD/SD footage.
- Developed high level editing and production format for special features across sites.
- Spearheaded production of Live Streaming broadcasts in studio and on location.
- Co-creator of [TideSports Road Crew](#), a sports entertainment brand created to follow the Alabama Crimson Tide football team and Alabama football recruiting.

End User Test Technician/ Inside Sales [Avid Technology](#), Tewksbury, MA, March 2001- Dec 2008

- Perform end user testing on field returns across the Avid product line, emulating customer site conditions and recreating documented complaint.
- Utilize product documentation and ENG specs to ensure that replacement products meet or exceed the customer's expectations for use, serviceability and reliability.
- Sales Representative for the Southeast regions and Government contracts. Worked closely with customers, renewing and creating service contracts for production studios, television stations, and media facilities, in the South East and all facets of the U.S. Government.

Freelance Photographer-Video Producer/Shooter/Editor. Self Employed 2007-Current [Credits](#)

AWARDS

- 2018 Gold American Advertising Awards for Cinematography and Video Editing and a Best in Show Cinematography [Link](#)
- 2012 Pulitzer Prize for Breaking News - Staff Award -The Tuscaloosa News - [Story Here](#)
- 2010, 2013, 2015 Associated Press Sports Editors (APSE) Multimediacategory. Top10 sports website in the country for under 1,000,000 unique visitors. The Tuscaloosa News, with its companion Tidesports.com and TuscPreps.com websites, earned top 10 honors in the APSE contest for eight straight years, since the website contest's inception
- 2011 NY Times President's Award - TideSportsRoad Crew for innovative revenue creation..

SKILLS & CERTIFICATIONS

Audio, Video, Captioning, Data Management, AVID, Adobe After Effects, Adobe Premiere Pro CC, Final Cut Pro, Pro Tools, Davinci Resolve, Adobe Photoshop, Adobe Speedgrade, Mac and Windows Office Suites, SAP, UStream, Publicus. AVID ACSR Windows and Unity shared storage. A+ Computer Cert. DSLR, Cinema and ENG Style Cameras. Lighting, Interviewing, Scripting & Color Correcting. FAA Certified SUAS Pilot (Drone) [Reel](#)

EDUCATION

University of Alabama, Tuscaloosa, Alabama - B.A., Interdisciplinary Studies, 2018

Boston University Center for Digital Imaging Arts, Waltham, MA - Digital Filmmaking Certification, 2005

Hesser College, Manchester, NH - Communications/Public Relations Television / Radio Production, 2000