

# Taylor K. Mickelberry

VIDEO & NEWS PRODUCER | DIGITAL MEDIA SPECIALIST | COMMUNICATOR  
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## About Me

Hometown	Madison, Va.
Favorite Food	Ribs
Favorite Color	Blue
Favorite Restaurant	Jack Brown's
Favorite Movie	Ladder 49
Favorite TV Show	College GameDay
Favorite Novel	Tom Clancy's Op Center

## James Madison University Harrisonburg, Va.



## Education

Master of Science in Sports Leadership Aug. 2013-May. 2015

Bachelor of Science in Media Arts and Design -- Journalism Aug. 2009-Dec. 2012  
 Minor in Sports Communication

### Seminars Attended

NCAA Emerging Leaders Seminar 2014 COSIDA Conference 2018  
 NCAA Regional Rules Seminar 2014 VaSID Meetings 2018, 2019, 2020

## References

Phil Stanton Randolph-Macon College	Director of Athletic Communications PhillipStanton@rmc.edu
Jeff Mulligan WMBD/WYZZ	News Director jeff.mulligan@kshb.com
Curt Dudley James Madison Univ.	Director of Broadcast Services dudleycm@jmu.edu
Jennifer Phillips James Madison Univ.	Assoc. Athletic Dir., Compliance & SWA phill2jr@jmu.edu
James DeBoer Eastern Mennonite Univ.	Sports Information Director james.deboer@emu.edu
Amy Roscher WVPT-TV	Director of Creative Services aroscher@wvpt.net
John Salem Telemidia Productions	CEO/President johnsalem@telemidiaproductions.com

Further References available upon request

## Community Experience

Madison County Rescue Squad Madison, Va. Licensed by the Va. Dept. of Health through 2023	EMT-Basic 2008-2015
MORcast Madison, Va.	Founder/Play-by-Play 2008-2009

## Skills Summary

Writing On-Air/Online/Expository/ Academic	Public Relations Connections with reporters/producers and idea pitches
Videography	Critical Thinking Understanding and analyzing short- term and long-term business goals and setting entity up for success
Non-linear Editing	Production Equipment NewTek, Grass Valley Novice: Ross
Adobe Suite Mastery: Premiere, Photoshop & InDesign Novice: After Effects & Illustrator	News/Production Direction/Production
Scoring Software StatCrew, Genius/NCAA LiveStats, PointStreak, PrestoSports, MLB Client	Digital Content Production
Leadership/Education Sports and Higher Education environments	Future Technology & Broadcasting "hot topics"
Social Media Management Facebook, Twitter, Instagram Novice: Snapchat, Tik Tok	Sports Play-by-Play Novice: Graphic Design

## Randolph-Macon College Ashland, Va.



-Operated as primary contact for eight Division III Sports, including several nationally-ranked programs, handling all media requests and obligations for local and national media  
 -Served as primary video producer for department and was responsible for operation of video board for all events requiring usage  
 -Drove all social media for department, increasing Instagram followers by 196% in 18 months, with an average 25% increase in other mediums utilizing creative and engaging content  
 -Maintained website using Content Management System (PrestoSports) and maintained all department and sports records using digital and analog methods  
 -Responsible for recording statistics for all assigned home events  
 -Assisted in managing a gameday staff of ~30 students and volunteers for game management and athletic communication duties  
 -Helped plan for capital improvements within departments  
 -Wrote game recaps, department press releases and general writing within the department as needed  
 -Served as marketing coordinator for 2019 NCAA Division III Women's Lacrosse National Championship, hosted by Randolph-Macon and Richmond Region Tourism

## WMBD/WYZZ TV Peoria, Ill.



-Started by producing primetime newscast using engaging and interesting news stories as well as dynamic elements to attract viewers to local Fox affiliate  
 -Created brand new concept newscast for Fox affiliate morning show for inaugural local programming in the 7AM-9AM time slot  
 -Increased viewership in morning timeslot by approx. 50%  
 -Used local, regional and national news to attract and educate viewers; booked morning show interviews of local interest  
 -Utilized Lakana CMS and SocialNewsDesk to get information out quickly and accurately

## WVPT-TV Harrisonburg, Va.



-Created content for nationally-syndicated agriculture series  
 -Utilized Sony, JVC and NewTek equipment & Final Cut X software  
 -Edited full length programs for air  
 -Managed entire production process ensuring high-quality product from shoot through edit

## James Madison University Harrisonburg, Va.



-Monitored Bylaw 17 (Playing & Practice Seasons) & Bylaw 13 (Recruiting)  
 -Monitored coach-operated camps  
 -Utilized CAI, ACS & Peoplesoft databases to manage more than 400 student-athletes  
 -Led monthly rules education sessions for coaching staff & bi-yearly sessions for student-athletes  
 -Developed rules education & outreach initiatives for donors and boosters  
 -Monitored student-athlete employment & outreach efforts  
 -Assisted senior staff in National Letter of Intent management and financial aid implementation

## Telemidia Productions (JMU MadiZone) Harrisonburg, Va.



-Operated all facets of live video production for JMU's MadiZone productions, including technical direction, replay coordination and camera operation  
 -Worked with Director of Broadcast Services to find and highlight game storylines, excellent personal stories and cross-promotion of other programs  
 -Responsible for all crew management functions such as supervising setup & strike, deciding crew positions and managing the broadcast from start to finish  
 -Utilized NewTek equipment including Tricaster & 3-Play as well as Final Cut 6/X and JVC Cameras.  
 -Served as Play-by-play announcer for high school football, Div I FCS Football color commentator & backup Div I basketball play-by-play

## WVIR-TV NBC 29 Charlottesville, Va.



-Served as TelePrompTer, camera, Chyron and audio operator  
 -Edited national feed video using Edius  
 -Promoted to news and sports videographer, in which was assigned stories included Division I University of Virginia & James Madison University sports highlights and local high school sports packages

## Videographer/Technical Director/Producer August 2010-August 2013

## Production Assistant/Videographer August 2008-August 2010

Richmond Flying Squirrels	Official Scorer	Summer 2018
Peoria Chiefs	Official Scorer	Summer 2017
Bradley University	Adjunct Instructor	2016-2017
	-Interactive Media IM285 Introduction to Video for Interactive Media	
	-Communications COM314 Introduction to Video: Studio Production	
Eureka College	Sports Information Assistant (volunteer)	Spring & Fall 2016
Eastern Mennonite University	Sports Information Assistant (volunteer)	April 2012-May 2015

## Other Experience of Note

ESPN	Programming Intern	Spring 2012
(Europe, Middle East & Africa group, based in London, UK. ESPN, EMEA is no longer in operation and is wholly operated by BT Sport)		
WSVA-AM	Baseball Play-by-Play	Spring 2013
Harrisonburg Turks	Official Scorer	Summers 2013 & 2014
Daktronics/JMU	Camera Operator /Director	2010-2015

## Professional Summary

**A JACK OF ALL TRADES. A MASTER AT THEM ALL TOO.**

*They say being a "Jack of all trades" is a bad thing because you can't master them all. I disagree.*

*In today's ever-evolving media environment, you need someone who has mastered a wide bandwidth of skills -- and the skill to adapt to new ones quickly.*

*Look no further.*