

COREY SCARBOROUGH

Manager, Writer, Producer, Editor

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Summary *Emmy Award-winning producer with more than 10 years of multimedia production experience in broadcast/news, advertising, public relations and marketing.*

Experience

WGN-TV/ANTENNA TV – Chicago, IL

2011-Present

National/local television news channel and national retro television station

-Manager, Creative Services

-Senior Writer/Producer/Editor, On-Air and Special Projects (2016-Present)

-Producer (2011-2016)

- Oversee the workflow of all on-air, digital and corporate content produced by all junior producers, producers, editors, graphic artists, cameramen, talent and other production staff. Assign projects, assist/oversee creative and editorial, oversee production, and quality control all content for on-air, digital and internal purposes.
- Conduct performance reviews and goal setting quarterly of the entire team.
- Identify marketing, promotional and advertising opportunities for the network. Write long format scripts for original programming: documentaries, celebrity hosted special programs, breaking news, and commercials.
- Edit (Premiere and Final Cut Pro) all on-air content, including short format (promos, ids, bumps, jingles), long format (documentaries and hosted marathons), sales projects, sizzle reels and vignettes, marketing and commercial content.
- Manage the redesign of network's on-air look/brand. Including logos, templates, marketing and promotional materials.
- Oversee the development, design and production of the brand new multicast network (launching September 2021). Includes promo production, graphics, music and voice-overs, digital components and other marketing materials.
- Manage the revamping of Antenna TV's website and development of Antenna TV's first mobile application.
- Write scripts for show and image promos, bumps, trivia, IDs, marathon, stunts, and other promotional materials.
- Write long format scripts for original programming: documentaries, celebrity hosted special programs, breaking news, and commercials.
- Brainstorm, conceptualize, pitch and executed new strategies to build the network brand and the content via broadcast and digitally
- Partner with sister stations, affiliates and other media outlets to distribute content digitally in an effort to get more advertisements and help increase visibility nationally.
- Identify events, conventions and other special events to promote the brand and get in front of our audience and fans.
- Created and maintained the largest nostalgic social media sites, reaching millions daily and generating thousands a day in advertising. Consecutive leader in Share Rocket reports daily
- Produce digital content for our social media sites and website. This includes banners, rich media, advertisements, micro-sites, video promos, vignettes, documentaries, posts, live feeds, and other images. Update social media sites and web sites daily, every hour on the hour.
- Train new staff members on technologies and equipment, processes, production, systems and standards
- Develop relationships with talent, publicists, agents, PR firms, management teams, businesses and institutions, in an effort to obtain exclusives, insider information, as well as business and revenue opportunities.
- Field produce interviews, b-roll, performances, hosted marathons, set/stage shoots. Ask hard hitting questions, capture and oversee all b-roll shoots, stage pre-production and design.
- Identify opportunities to cross-pollinate content across Nexstar's various media businesses; including, WGN-TV, WGN America, WGN radio, and Nexstar National News and local affiliates.

EDELMAN – Chicago, IL

2004-2009

Largest independently owned global public relations and marketing firm.

-Senior Producer/Editor (2006-2009)

-Producer (2004-2006)

Produced, edited, managed, directed and supervised a variety of broadcast, multimedia and other non-broadcast projects including: live studio productions, corporate videos, interactive and digital content, secured news placements, radio and video public service announcements, satellite media tours (SMTs), podcasts, webcasts, webisodes and web videos, sizzle and highlight reels, b-roll news packages, multimedia news releases and audio news releases, media, press and special events. Played a key role in developing and maintaining client relationships, both new and long-standing for the firm.

- Effectively managed the schedules and roles of the entire production team (up to 30 crew members), as well as oversaw the status of existing projects: deadlines, production schedules, inquiries and budgets.
- Developed creative video and TV concepts for our clients, wrote outlines and scripts, developed storyboards, and edited projects using Final Cut Pro.
- Supervised the entire post-production process of each projects, including editing, graphic/animation development, music composition, color correction and special effects.
- Directed talent and staff while shooting on-location, on-set or in-studio (live and taped), SMTs, audio recording sessions, interviews, and media and special events.
- Calculated video estimates and oversaw each project's budget. Proactively managed my own time and met personal billability and revenue targets. Also, submitted bids and estimates to prospective and existing clients in an effort to achieve new business.
- Managed the duplication, conversion, packaging, translation, domestic and international distribution of videos and PSAs.

Clients include: Dove, AXE, Allstate, Abbott Labs, Wal-Mart, Burger King, V-Tech, GE and Shell

DANIEL BRIAN & ASSOCIATES – Detroit, MI
Advertising agency with full-service video and print production studios.

2003-2004

-Emmy- award winning Producer

Sole staff producer, responsible for producing commercials (TV and radio), health and medical documentaries and entertainment-based marketing shows. Wore many hats including:

- Wrote educational documentary scripts and ensured viewers understood the topic to the fullest extent without using total medical jargon.
- Field-produced b-roll and interview shoots, host stand-ups and green screen shoots.
- Hired, managed and directed entire teams of crew member for each production; grips, gaffers, DPs, assistants, craft services, technicians, grip trucks, studios, stylists, talent and several others.
- Conducted talent auditions for actors, models, voice-overs and stuntmen. Familiar with union and non-union terms and stipulations. Scouted locations and sets for commercials' scenes.
- Prepared production schedules for all production and post-production departments.

ILLINOIS CENTER FOR BROADCASTING – Lombard, IL

2009-2011

-Instructor

Taught continuing education introduction and advanced night courses in broadcast television production and non-linear editing (FCP and Avid).

- Courses include instruction on studio and remote camera controls, shot framing, three point lighting, television news writing, studio newscast production, live studio production, storyboarding, commercial and promo writing and production, field-production and reporting, and non-linear editing (Final Cut Pro and Avid).

TOWERS PRODUCTIONS, INC., – Chicago, IL

2000-2003

Documentary production house creating content for large news and cable networks.

-Associate Producer

Assisted producers in the creation of 30 and 60 minute documentaries. Wrote outlines and segments, extensively researched and investigated stories, interviewed and field produced relevant people and places to each story. Created extensive rights and licensing bibles. Doubled-sourced each fact written into each script. Supervised (Final Cut Pro/Avid) edit sessions; logged, digitized and strung bites to assist in the post-production. Cleaned, repaired and color-corrected photos (Photoshop and Aftereffects), bypassing the need to hire a graphics team. T programs include:

- *A&E's "American Justice"* hour-long crime documentaries hosted by Bill Kurtis.
- *A&E's "Biography"* hour-long documentaries.
- *The Weather Channel's "Storm Stories,* half-hour long documentaries hosted by Jim Cantore.

Other work Producer for *Clear Channel Communications* (2009-2010), *TEO Creative* (2009-2011), *Williams Quinn Unger & Partners* (1999-2012) and several independent films (1999-2011); Intern at *MSNBC's* “Headliners and Legends with Matt Lauer” (1999) and *WFAT-FM Kalamazoo, MI* (1998).

Education **Western Michigan University** – *B.S., Broadcast/Cable Production, 1999*
DePaul University – *Continuing Education Courses in digital and web development, 2010*

Skills **OS/ Platforms:** Mac OS X, Windows, 97/98/Vista.
Applications: Photoshop, Adobe Creative Suite, Premiere, Final Cut Pro, MS Office, Live Type, Motion, AVID, Aftereffects, Audition, Premiere, ProTools, iMovie, iDVD, StudioMaker Pro, FileMaker Pro.
Audio and Video: HD, HDV, MP3, AAC, Mpeg and Flash file compression and encoding.
Social Media Platforms: Facebook, Instagram, LinkedIn, MySpace, YouTube, Vimeo.
Some knowledge of: Java, Javascript, C++, and CSS.

Awards Emmy award, WorldFest International Film Festival Platinum Remi Telly awards, Telly and Aurora awards.