

# whitney chirdon

## Video Producer/Project Manager/Media Specialist

(814) 574-2871 • [whitney@psu.edu](mailto:whitney@psu.edu) • [linkedin.com/in/whitneychirdon](https://www.linkedin.com/in/whitneychirdon) • [YouTube](https://www.youtube.com) • [whitneychirdon.com](https://www.whitneychirdon.com) • [Vimeo](https://www.vimeo.com)

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Creative, multi-talented communications professional with more than fourteen years of experience in video production, public relations, and project management. Documented record of successful video productions, and development of new content from concept to delivery. Outgoing, detail-oriented, and known for managing numerous complex projects, reacting quickly to problems and performing under tight deadlines.

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### EXPERIENCE

**Public Relations Specialist, Penn State College of the Liberal Arts, 07/2017-present**

**Director of Communications, School of Public Policy, Penn State College of the Liberal Arts, 09/2018-present**

- Plan and execute comprehensive communication plans for external and internal public relations campaigns through multi-channel dissemination to keep key audiences informed of faculty research and institute achievements.
- Research, interview sources, and translate faculty research into compelling press releases, features, story ideas, photos, video, and audio content.
- Work with strategic communications throughout the university, as well as academic department representatives to promote and develop new partnerships and programs.
- Lead the identification and development of strategies and tactics for reaching new and diverse audiences, with an emphasis on the exploration and development of emerging communication channels.
- Manage relationships with the media to promote programs, achievements, and faculty research on a national, regional and local level; respond to media inquiries and coordinate interviews.
- Produce video and audio content including video interviews, live stream events, and podcasts. Operate all equipment including cameras and audio gear; edit content and publish finished product online.
- Design posters, programs, banners and other graphic elements for general events, campaigns, curriculum, and research conferences using Adobe InDesign, Photoshop, Illustrator, and Spark.

### Key Projects:

#### Website Design and Development

- Redesign sitemap, design, and development specs for new Plone site for [rockethics.psu.edu](https://rockethics.psu.edu) and brand new [publicpolicy.psu.edu](https://publicpolicy.psu.edu) working with Liberal Arts IT web staff.

#### Stand Up Video Production, Campaign Design, Event Production

- Produce, direct, and shoot video for college and unit events including proof of performance videos. Develop creative concept and designs for event promotion including photography, poster design, print collateral such as advertising, and social media posts. Produce and execute live stream and capture of events via YouTube with Sony FS camera and Facebook Live using a Padcaster. Shoot interviews and b-roll with Sony FS and Canon 5D cameras.

#### Established Regular Communications

- Create on-going communications for internal and external audiences including social media, e-mail newsletters, events calendars, maintaining an editorial calendar, electronic postcards, and podcast series.

#### Strategic Communications for New Academic Program

- Design and execute comprehensive brand strategy and a communications plan; develop regional, national, international online advertising and recruitment campaigns; build a social media strategy; create communications strategy and plan.

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### Producer/Technical Director, "On Second Thought," Georgia Public Broadcasting, 01/2017-06/2017

Producer and director for a live, daily radio talk show hosted by former NPR host, Celeste Headlee.

- Pitch, produce, conduct interviews, and edit radio story segments complemented by rich audio elements.
- Manage performance of live broadcast and control room operations during production, and direct remote broadcasts.
- Serve as director during live program operating ENCO, book and route connection with via ISDN, Skype, and phone.

### Senior Producer/Director, WPSU-TV/Penn State Public Broadcasting, 03/2007-10/18/2015

Successfully created, pre-produced, produced, directed, delivered and coordinated custom video and media productions in various lengths and budgets, including video for WPSU, promotional, recruitment, and educational videos for Penn State.

- Created, managed, and coordinated video and multi-media projects as the team leader or worked independently.
- Managed multiple concurrent projects with responsibility for creative aesthetic, meeting technical standards, establishing business plan and budget, maintaining client relations, and creating editorial content.
- Worked with team to conceive and execute project vision including camera direction, graphics, music, lighting, talent, scripts, location, equipment, editing, sound design, post-production, and delivery.
- Generated detailed communications systems with timelines, assignments, project goals, treatments, production rundowns, and equipment details to the project team throughout all phases of each project.
- Supervised up to 20 individuals per project, including production crew, junior producing staff, talent, marketing personnel, multimedia, engineering, administration, outside contractors/vendors, and interns.
- Planned project communications strategy, served as spokesperson, wrote press releases, managed social media.

### Key Projects:

#### Broadcast Talk Show Series Programming

- Arranged on-air interviews with local and national celebrities, coached and prepped TV hosts for guest interviews.
- Selected topics, guests, researched subject matter, wrote interview questions, scripts, produced/directed live shows.

#### On-Air Promotions

- Orchestrated creative treatments including style, graphics, music, content, scripts, scouted locations, scheduled shoots, directed cameras and conducted interviews. Managed editors and audio mix in post-production, as well as edited and mixed audio independently. Produced testimonials, new branding campaigns, sizzle spots, and program spots.

#### Fundraising Producer

- Served as lead fundraising producer, working with membership director to select and set pledge premium incentive levels, evaluate and recommend content for pledge schedule, edit breakpoints and monitor program technical specs.
- Researched programming to provide background information, wrote pitch notes, scripts for fundraising spots, etc.
- Discovered, developed and trained new talent.
- Created and managed graphics, and video production for live and pre-taped breaks.

#### "Our Town" series

- Created and launched a strategy that revitalized the most successful fundraising program in WPSU's history, increasing annual production to two 60-minute episodes, while reducing the budget, consolidating staff time, and facility usage.
- Trained approximately 30-40 community volunteers in more than 30 rural towns the skills to capture their stories on video, demonstrating necessary videography skills, and coaching storytelling with visuals.
- Transformed promotion strategy and production model, which resulted in more volunteer contribution and response.
- Taught production seminars, presented for PBS at the Annual Meeting in 2013, and led webinars for National Educational Telecommunications Association (NETA).

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### Big Ten Network, ESPN, ABC Sports — Stage Manager, 03/2007 – 09/2015

- Produced on-air talent in the booth during live sports broadcasts.
- Arranged on-camera interviews with athletes and coaches during games.

### WPSU-TV Penn State Public Broadcasting — Associate Video Producer, 10/2005 – 03/2007

- Produced studio and field productions for broadcast on WPSU-TV, as well as marketing video projects for PSU.
- Scheduled production resources, wrote scripts and treatments, booked talent, directed shoots, hosted on camera.
- Served as lead producer for five on-air fundraising campaigns each year, generating approx. \$800,000/yr. in revenue.

### WPSU-TV Penn State Public Broadcasting — Senior Promotions Associate, 09/2003 – 10/2005

- Developed promotional strategy including print collateral, press releases, ad copy, speeches, website content.
- Initiated and executed station development and community events.
- Designed décor and event themes, selected and scheduled entertainment, and scouted and secured venues.
- Managed client and donor relationships; interacted with major donors to promote station achievements at events.

### WPSU-TV Penn State Public Broadcasting — Donor Services Coordinator, 02/2002 – 09/2003

### The Barash Group — Advertising Account Executive, 09/2001– 02/2002

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## CURRENT EQUIPMENT/TECHNICAL SKILLS

Sony PXW-FS5 XDCAM Super 35 w/zoom lens

Tascam DR-701D 6 Track Field recorder

Ikan Rayden LED Bi-Color Light Kit

Blackmagic Assist HDMI 6G-SDI Recorder & Monitor

Soundcraft Signature 12 MTK 12-input Multi-Track Mixer

Adobe CC (Premiere, Audition, InDesign, Photoshop, Illustrator)

Blackmagic Ultra Studio Mini recorder + OBS

Canon EOS 5D

Graphic Design

Audio and Video Editing

Live Streaming

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## ACHIEVEMENTS

*Music From Penn State: Music Theatre Spotlight*, Winner, Mid-Atlantic Emmy® Award, Entertainment - Program/Special, 2009, 2014

*Music From Penn State: Music Theatre Spotlight*, Nominee, Mid-Atlantic Emmy® Award, Entertainment - Program/Special, 2013, 2012

*Our Town* series, Nominee, Mid-Atlantic Emmy® Award, Community Service Programming, 2014, 2015

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## EDUCATION

**Bachelor of Arts** – Communications

**Bachelor of Arts** – Liberal Arts (French Language & Literature)

The Pennsylvania State University, May 2000

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### REFERENCES

#### **S. William Hessert**

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#### **Greg Petersen**

Dir., Broadcasting and Programming, WPSU/Penn State (retired)  
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#### **Jessica Peters**

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#### **Kevin Conaway**

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#### **Catie Grant**

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