

# Whitney Chirdon

Communications Director | Producer | Project Manager

## Profile

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

## Experience

### 2017– present Penn State College of the Liberal Arts, The School of Public Policy

Director of Communications

- Plan and execute comprehensive communication plans for external and internal public relations and marketing campaigns through multi-channel dissemination to keep key audiences informed of faculty research and unit achievements.
- Research, interview sources, and translate faculty research into compelling press releases, features, story ideas, photos, video, and audio content.
- 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.
- Create effective marketing campaigns and assets that ensure the School's message is distributed across channels and directed to target audiences. Analyze campaign performance to provide marketing insights that improve performance and conversions.
- 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 products online.
- Design posters, programs, banners, and other graphic elements for general events, campaigns, curriculum, and research conferences using Adobe InDesign, Photoshop, Illustrator, and Spark.
- Create and distribute on-going communications for internal and external audiences, including social media, email newsletters, events calendars, maintaining an editorial calendar, electronic postcards, and podcast series.

### 1/2017– 7/2017 Georgia Public Broadcasting, "On Second Thought"

Producer/ Technical Director

- 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 via ISDN, Skype, and phone.

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## Experience

### 2007– 2015 **Penn State Public Broadcasting, WPSU-TV**

Senior Producer/Director

- Successfully created, 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.
- Managed multiple concurrent projects with responsibility for creative aesthetics, meeting technical standards, establishing business plan and budget, maintaining client relations, and creating editorial content.
- Worked with the 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, and managed social media.

### 2007– 2015 **Big Ten Network, ESPN, ABC Sports**

Freelance Production Stage Manager

### 2002– 2007 **Penn State Public Broadcasting, WPSU-TV**

Associate Producer (2005-2007), Senior Promotions Associate/Marketing (2003-2005), Donor Services Coordinator (2002-2003)

- 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.
- Developed promotional strategy including print collateral, press releases, ad copy, speeches, website content.
- Initiated and executed station development and community events.
- Managed client and donor relationships; interacted with major donors to promote station achievements at events.

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## Education

### 2000 • Penn State

Bachelor of Arts, Communications

Bachelor of Arts, French

Minor, Women, Gender, and Sexuality Studies

## Skills and Equipment

Graphic Design	Live Streaming	Sony PXW-FS5 XDCAM Super 35
Photography	Audio and Video Editing	Canon EOS 5D
Videography	InDesign	Tascam DR-701D 6 Track Field Recorder
News Writing	Premiere	Soundcraft Signature 12 MTK Multi-Track Mixer
Project Management	Audition	Blackmagic Ultra Studio Mini recorder + OBS
Strategic Communications	Photoshop	
Public Speaking	Illustrator	

## Achievements

### Mid-Atlantic Emmy® Award, Entertainment - Program/Special

- Music From Penn State: Music Theatre Spotlight, Winner 2009, 2014
- Music From Penn State: Music Theatre Spotlight, Nominee 2012, 2013

### Mid-Atlantic Emmy® Award, Community Service Programming

- Our Town series, Nominee 2014, 2015

### Our Town series

- Taught production seminars for member stations, presented for PBS at the Annual Meeting in 2013, and led webinars for National Educational Telecommunications Association (NETA).

### College of the Liberal Arts Awards

- Award received in recognition of extraordinary achievement related to the University's COVID response. (2021)
- Liberal Arts Ambassador Award for demonstrating an outstanding and enthusiastic attitude, building a positive atmosphere of trust, inclusion, and mutual respect, serving as a model for collaboration and collegiality, and exhibiting genuine appreciation for others, valuing diversity by treating everyone with respect. (2020)