

whitney chirdon

Producer/Writer/Communications Professional

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Motivated, creative, and detail-oriented communications professional with more than 17 years of experience in public relations, marketing, and media production. Skilled in video and audio reporting and production, news and promotional writing, digital strategy, marketing and promotions, event planning, graphic design, project management, proactive media, public speaking, internal communications, social media, advertising, web design/development, and photography.

EXPERIENCE

Director of Communications, Penn State School of Public Policy 09/2018-present

Adjunct Journalism Faculty, Penn State Donald P. Bellisario College of Communications 08/2021-present

Public Relations Specialist, Penn State College of the Liberal Arts, 07/2017-09/2018

Promote the School of Public Policy's academic programs, research, and outreach initiatives.

- Manage an integrated communications strategy including public relations, editorial, web, digital, print, and social media to ensure an integrated approach that aligns with objectives and is consistent across all platforms.
- Conceptualize, articulate, and execute marketing strategies to bolster student recruitment, retention, and engagement efforts.
- Write, design, and produce print and electronic media to support recruitment, promote brand awareness, and highlight faculty and student success, including newsletters, brochures, social media posts, reports, story-driven feature content, event marketing, and development communications.
- Research, interview sources, and translate faculty research into compelling press releases, features, photos, video, and audio content.
- 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.
- Create effective marketing campaigns using paid and owned media and earned media to achieve program and brand objectives. Utilize data analytics to monitor and evaluate effectiveness; develop metrics to measure success.
- Produce video and audio content, including video interviews, live stream events, and podcasts. Operate all equipment, edit content, and publish finished products online.
- Design posters, programs, banners, and other graphic elements to support events, campaigns, curriculum, and research using Adobe InDesign, Photoshop, Illustrator, and Spark.

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

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

- Pitched, produced, conducted interviews, wrote scripts and news stories, and edited radio features.
- Managed technical performance and directed live broadcast and control room operations during studio production and remote broadcasts.
- Served as director during live program operating ENCO and routed connection 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 multiple concurrent multimedia projects. Selected content topics, booked and interviewed talent, researched stories, wrote scripts, hosted live and taped programs, edited videos, and wrote news stories.
- Developed new content, including creative aesthetics, programming topics, scripts and interviews, graphics and animation, video, and audio while meeting technical standards, establishing business plans and budgets, and maintaining client relations.
- Worked with the technical 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 twenty individuals, including technical crew, junior producing staff, talent, marketing personnel, multimedia, engineering, administration, outside contractors/vendors, and interns, to plan and execute productions.
- Planned project communications strategy, served as spokesperson, wrote press releases, and managed social media.
- Revitalized the most successful fundraising program in WPSU's history, increasing annual production from two to six 60-minute episodes while reducing the budget, consolidating staff time and facility usage.
- Taught production seminars, presented for PBS at the Annual Meeting, and led webinars for National Educational Telecommunications Association (NETA).

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

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

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

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

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

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
Liberal Arts College Ambassador Award, 2020

Liberal Arts COVID Spotlight Award, 2021

EDUCATION

Bachelor of Arts (B.A.), Media Studies, The Pennsylvania State University, May 2000

Bachelor of Arts (B.A.), French Language & Literature, The Pennsylvania State University, May 2000