

John Sanders

john@johnsanders.tv

Online Portfolio: www.johnsanders.tv

410-274-5117

4181 Harris Trail NW, Atlanta, GA 30327

Summary

More than a decade of experience in broadcast news and promotions, with diverse skillsets combining creative vision with the technical expertise to bring it to reality.
Winner of Emmy and other media awards.

Experience

CNN International

November 2009 - Present

Digital Media Producer

- Identify, write and produce on-air content incorporating trending social media topics
- Develop innovative methods for visually interpreting online content for on-air use
- Produce and edit video pieces for executive presentations and public relations needs
- Write and produce value-added topical news content for use across multiple programs and dayparts as part of division's "International Content Unit"

HardestYear.com

February - October 2009

Co-Creator, Producer, Videographer, Editor, Web Developer

- Web journalism project to report on ordinary Americans' struggles during the recession.
- Built custom website on WordPress platform, using HTML, PHP, CSS and JavaScript.
- Marketed project and built audience community across social media.
- Produced, shot and edited web video reports using HD video camera and Final Cut Pro.

WBAL-TV, Baltimore

June 2004 - February 2009

Senior Promotions Producer-Editor-Writer

- Wrote, produced and edited high volume of station image and topical news promotion for TV, radio and web using Avid Adrenalin and meeting aggressive daily deadlines.
- Planned, coordinated and produced remote and studio shoots, working with photographer, director, crew and talent on tight budgets and timelines.
- Worked with Creative Services Director to manage station image and branding, ensuring effectiveness and consistency of message across programs and platforms.
- Also produced and reported a documentary titled "Africa's Maryland" about forgotten connections between Maryland USA and Maryland County, Liberia. The program won several awards, including an Emmy and national Edward R. Murrow.

ThereGoesJohn.com

December 2002 - July 2004

Creator, Web Developer, Content Producer, Travel Blogger

- Created and launched the adventure travel website ThereGoesJohn.com, featuring frequent journal and photo updates of my round-the-world travel experience, intended to bring ordinary Americans closer to regions of the world not often seen in mainstream news outlets.
- Documented my travel across Central & South America, Africa, the Middle East and Europe, including unusual destinations including Sudan, Zimbabwe, Rwanda.
- Used HTML, Perl and JavaScript languages to create custom-built content management system and generate dynamic, interactive multimedia web content.

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WLWT-TV, Cincinnati

July 1998 - December 2002

Senior Promotions Producer-Editor-Writer

- Wrote, produced and edited station topical and image promotion for TV, radio and web.
- Collaborated on elaborate production shoots for multiple Hearst-Argyle TV stations using 35mm Panavision film cameras and lenses.

Education

Syracuse University, Newhouse School of Public Communications

1992-1995

- Broadcast Journalism curriculum, 3.4 GPA

Skills

- **Non-linear Editing:** Final Cut Pro | Avid Media Composer
- **Compositing & Image Editing:** After Effects | Photoshop | Illustrator
- **Online content creation:** Adobe Flash | ActionScript | HTML | PHP | CSS | JavaScript
- **CNN Systems:** MediaSource2, MIRA, iNews
- Strong copywriter (advertising, editorial, on-air, print)
- Able to manage multiple complex parallel projects.

References

Steve Bamonti *Creative Services Director, WBAL-TV, Baltimore* **410-338-6443**

Steve was my supervisor at WBAL-TV. I worked with him for more than four years, both before and after his promotion to CSD.

Russ Nelligan *Creative Services Director, WCVB-TV, Boston* **781-433-4226**

Russ was previously my supervisor as the Creative Services Director at WBAL-TV in Baltimore.

Jonathan Killian *Director of Creative Services, CNN International* **404-878-2451**

Jonathan was previously my supervisor as the Creative Services Director at WBAL-TV in Baltimore

Don Horner *Senior Director, WBAL-TV, Baltimore* **410-591-7612**

Don directed all of our promotion shoots at WBAL-TV. He can speak to my participation as a producer on-set.

Tim Jollett *Designer, CNN International* **443-794-6061**

Tim and I worked together on countless promo projects. He can speak to my collaboration with design teams.