

Zack Madison Howard

zackmadison.com

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Current Address
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Air Force Academy Athletics Coorporation ***Producer/Editor – Creative Multimedia***

USAFA, Co
Aug. 2021-Present

- Create multimedia content in all areas of the department including in-venue productions, social media and revenue generation
- Load and manage videoboard content for Football, M&W Basketball, Ice Hockey and Volleyball
- Travel with teams to create content and help run social channels for bigger events like conference tournaments.
- Primary Technical Director for Men's Basketball and Ice Hockey.

Central Michigan University Athletics ***Director of Multimedia***

Mt. Pleasant, MI
Aug. 2018-Aug. 2021

- Oversee Full-time Assist. Director of Multimedia and 30 students
- Create and manage multimedia content in all areas of the department including in-venue productions, broadcasts, social media and revenue generation
- Recruit, hire and train video production staff for broadcasts and social media pieces
- Assisted in oversight of multi-million videoboard installation and design at Kelly/Shorts Stadium

Republican National Committee ***Deputy Director of Film & Visual Media***

Washington, DC
Aug. 2016-Jan. 2018

- Oversee and manage the Producer/Editor
- Contribute creative designs and solutions to produce and edit original video content
- Lead creative process from start to finish including off-site filming and other needs
- Assist, run and troubleshoot live broadcasts from the GOPTV Studio and control room
- Setup lighting and audio for live events such as press conferences

Morehead State University Athletics ***Athletics Video Coordinator***

Morehead, KY
Aug. 2014-Aug.2016

- Serve as day-to-day contact for all aspects of the athletic department's video operations
- Director and Producer for all MSU broadcasts on the OVC Digital Network
- Shoot and edit team-specific, department, commercial, and highlight video packages
- Oversee use of Johnson Arena Daktronics Video Boards and LED Tables
- Recruit, hire, train and manage a video production crew of 10-15 students

Illinois State University/Redbird Productions

Normal, IL

Undergraduate Assistant – Web Streaming Coordinator/PA

Oct.2011 -July 2014

- Supervised web streaming operations during game day
- Maintained web streaming equipment, software and content
- Created video content for in-game promos and web production
- Worked 140+ football, soccer, volleyball, basketball, gymnastics, swimming, baseball, softball and other athletic and school related events
- Created game and season video recaps and recruiting videos

Education:

Illinois State University

Normal, IL

- *Bachelor of Science in Broadcast Journalism*