

Taryn Schmidt

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Sports Producer

Cox Media Group, WFTV Ch. 9 / Orlando, FL

August 2016 - Present

- Produce, film, write and edit new digital content for daily news segments as well as the weekly Orlando City Soccer, Sunday Sportsnight, and Football Friday Night shows that have led to increased audience bases & additional online traffic

Producer/Editor

Seminole Productions / Tallahassee, FL

August 2014 - August 2016

- Worked with clients to produce digital video campaigns to benefit Florida State Athletics recruiting, ticket sales, and fan engagement. Increased average social media video views by 20%

- Served as the Associate Producer, On-Set Director, and Editor of The Mike Martin Show, a Florida State Baseball coach's show airing weekly on FOX Sports Sun. Managed talent, co-wrote script, created new segments, and edited show in it's entirety

Graduate Teaching Assistant

Florida State University / Tallahassee, FL

August 2015 - August 2016

- Mentored over 100 undergraduate students in three different senior-level communications courses. Responsible for managing course flow, aiding student learning process, and grading

Live Events Crew

Seminole Productions / Tallahassee, FL

August 2013 - June 2015

- Over 350 hours logged producing fast-paced live sporting events for the NCAA, ESPN3, ESPN2, and Florida State University Athletics in control rooms, studios, and on-scene

- Positions held include Technical Director, Associate Director, Associate Producer, Xpression Operator, Audio Technician, Venus Operator, Camera Operator, EVS Assistant, Shading Operator

Creative Project Intern

Three-Point Stance Creative Agency / Los Angeles, CA

May 2014 - August 2014

- Pitched and developed experiential marketing campaigns such as "Instasizzles" for Nike's Winner Stays L.A. tournament and created new social media content for clients Jordan and Neff

Editor/Videographer

Unique Video Creations / Tallahassee, FL

Nov 2013 - May 2014

- Shot client's entire wedding day with a small team and edited multi-camera footage to create a seamless timeline of the day, as well as short creative trailer-style teases

EDUCATION

Masters in Integrated Marketing Communication

Florida State University

June 2015 - August 2016

Graduate Certificate in Project Management

Florida State University

June 2015 - August 2016

Bachelors in Digital Media Production

Florida State University

June 2011 - May 2015

SKILLS

Adobe Creative Suite
AVID Media Composer
AVID iNEWS
Microsoft Office
Project Management
Leadership
Effective Communication
Organization
Multitasking

AWARDS

"Best Long Light Feature"
at the Florida Associated
Press Collegiate Awards in
2015