

HOLLY SIAS

hollysiastv@gmail.com

SUMMARY

Television and digital media professional with an extensive background in sports media expertise. Talented in creating and producing content on a diverse range of networks and independent productions.

HIGHLIGHTS

- Four years media experience
- TV and digital media background
- Media relations experience
- Accomplished sports reporter and producer
- Social media management
- AP Style writing
- Advanced Final Cut Pro, Adobe Premiere, Photoshop and InDesign
- Camera operation and post-production skills

CAREER ACCOMPLISHMENTS

- 2016 Most Outstanding Senior in Mass Media Communication- University of Missouri
- Feature story published on the American Hockey League and the NHL Chicago Blackhawks websites
- Interviewed Super Bowl 50 MVP Von Miller and country superstar Kenny Chesney for independent documentaries

EXPERIENCE

05/2017 to Current

Promotions Coordinator **CBS Radio** — Chicago, IL

- Executed station events and promotions throughout the greater Chicago area, which included on site event logistics, fan interaction, and station representation
- Produced and published content throughout events for US99 and 104.3 K-Hits stations' social media platforms
- Maintained and updated contest winner databases including contacting winners and verifying all required releases and paperwork were collected

09/2016 to 04/2017

Communications Intern **Rockford IceHogs (AHL)** — Rockford, IL

- Wrote and edited press releases, game previews, recaps and feature articles for a professional hockey team
- Conducted live in-game player interviews in front of thousands of fans
- Created content and managed social media platforms for one of the AHL's largest accounts
- Designed website banner and rail ads to promote upcoming games and sponsors
- Coordinated with non-profits and attended community events with players
- Created feature video packages for local news outlets and other media use

06/2014 to 07/2016

Anchor, Reporter, Sports Digital Producer **KOMU-TV** — Columbia, MO

- Wrote clear, concise and engaging news and sports stories within tight deadlines
- Presented news and feature reports on the local news
- Combined video, audio and graphics to effectively convey each story
- Simplified topics such as healthcare, energy, government and technology through clear, concise and compelling language on TV
- Published sports news, previews, reviews and videos across a wide variety of topics on the KOMU website

09/2014 to 05/2016

Associate Director, Director **Mizzou Broadcast Operations** — Columbia, MO

- Served as lead Associate Director for two years, teaching and mentoring new employees, and contributing to more than 130 SEC Network Plus digital broadcasts
- Promoted to Director of weekly Mizzou football press conferences, directing 13 digital broadcasts for the SEC Network, including a live breaking news broadcast on ESPN
- Crafted in-game rundown inclusive of trafficking and coordinating commercial

breaks and timing elements for SEC Network Plus

01/2015 to 05/2016

Reporter

Mizzou Network — Columbia, MO

- Wrote and produced athletic and human interest stories about Mizzou Athletics
- Set up equipment for broadcasts and promotions at remote locations
- Reported, edited and produced more than 20 post-show recaps, highlighting successes and promoting upcoming Mizzou Athletic events
- Researched, managed and implemented new strategic social media initiatives

05/2015 to 08/2015

Creative Services Intern

FOX2/ KPLR-TV — St. Louis, MO

- Developed station promotional announcements to increase viewers for local news specials including working with reporters and producers
- Edited sports video clips, wrote promotional scripts, identified and coordinated news stories and produced online segments
- Produced and appeared on video as anchor of "Trending Topics" content to post on station website

08/2015 to 11/2015

Anchor

Tasty Productions — Columbia, MO

- Anchored 10 news segments per month for multiple media platforms, including a nationally published YouTube channel
- Acted as lead anchor for "What Is Happening Today" news segment
- Introduced fresh and new angles on previously-reported material to update and inform viewers

08/2014 to 05/2016

Correspondent

ESPNU Campus Connection — Columbia, MO

- Conducted interviews and told compelling stories as SEC recap reporter during ESPNU Campus Connection Mizzou broadcasts
- Networked with various industry leaders and experts to gather multiple perspectives on issues
- Pitched feature story ideas throughout sports seasons

11/2014 to 05/2016

Booth Coordinator

ESPN — Columbia, MO

- Coordinated closely with Producer and Associate Director throughout linear ESPN broadcasts
- Maintained and enforced a professional broadcast booth at all times
- Worked under pressure and developed and maintained strong and clear communication between master control and talent

05/2008 to 05/2012

Correspondent

The State Journal Register — Springfield, IL

- Promoted to lead reporter position and held panel meetings, teaching, mentoring and pitching ideas to employees
- Published news, previews, reviews and features across a wide-variety of topics on the SJ-R website
- Gathered and verified factual information regarding stories through interviews, observation and research

EDUCATION

May 2016

Bachelor of Arts: Communication, Mass Media Communication
University of Missouri — Columbia, MO