

Brandon Timothy Neil

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ONLINE PRODUCER, SOCIAL MEDIA STRATEGIST, AND MULTIMEDIA ARTIST

Online editor and producer with experience in fast-paced, deadline-oriented environment. Creative Web designer with coding background. Detail-oriented writer and copy editor with understanding of AP style. Social media strategist utilizing new media tools to encourage conversation in online communities. Comprehensive skill set in audio, motion graphics, and video production.

WORK EXPERIENCE

Social Media/News Administration Intern and Intern Edition Web Manager **June 2009 - present**

National Public Radio, Washington, DC

- Co-produced Web site using HTML, CSS, and PHP from concept to publication in two-week period. During launch, Web site received 4,000 unique hits.
- Produce, edit and encode video for "All Interns Considered" Flash component of Intern Edition.
- Make contacts in the White House, Senate offices, and federal departments to bring high-level speakers to NPR for off-the-record discussions.
- Research news ethics codes and collaborate with NPR officials to develop social media policy.
- Work with NPR Senior Vice President for News and NPR Correspondent Ari Shapiro on social media best practices.
- Assist managing editor during breaking news by monitoring news feeds and fact-checking.

Web and Social Media Director **May 2004 - present**

Bremer County Fair Association, Waverly, Iowa

- Develop Web site layout utilizing HTML, CSS and JavaScript and make graphic design decisions.
- Manage Facebook group and site advertising resulting in increased traffic and event ticket sales.
- Write press releases and news updates for Web site. Contribute daily photo, news, and result updates during fair.

Freelance Developer/Designer/Strategist **August 2004 - present**

- Develop, design, and manage Web sites and multimedia projects for non-profit and commercial clients.
- Manage brand identity and deploy online and traditional marketing campaigns to increase brand awareness.

Director and Producer **January 2009 - May 2009**

UpVote.tv (pilot), Cedar Falls, Iowa

- Produced and directed weekly online video news program focused on content from the social news Web site reddit.com.
- Researched and wrote stories for weekly broadcasts. Designed motion graphics with After Effects.
- Promoted show utilizing Facebook to drive diverse audiences to content. Featured on the reddit.com blog.

Director of Public Relations, Northern Iowa Student Government **April 2008 - April 2009**

University of Northern Iowa, Cedar Falls, Iowa

- Wrote press releases about organization activities that were published in the Northern Iowan, a local student newspaper.
- Organized media requests and served as public relations officer.
- Managed Web site and made design decisions about layout. Wrote web copy. Designed Web graphics and print ads.
- Communicated with students using new media and social media tools, including podcasts, RSS feeds, Twitter and Facebook.

SOFTWARE, LANGUAGE, AND PLATFORM EXPERIENCE

Dreamweaver - Flash - Photoshop - Fireworks - InDesign - Audition - Soundbooth - Final Cut Pro - After Effects - Avid - ENPS - Dalet
HTML - CSS - JavaScript - ActionScript 3.0 - Basic PHP - MYSQL - WordPress - Facebook - Twitter - YouTube - Vimeo

EDUCATION AND AWARDS

Bachelor of Arts, University of Northern Iowa - Cedar Falls, Iowa **July 2009**

Communication: electronic media / international affairs minor - Major GPA: 3.91/4.00 Cumulative GPA 3.65/4.00

Purple and Old Gold Award for Conspicuous Achievement in Electronic Media (merit-based, one award per major at graduation)

- Iowa Broadcasters Association Scholarship (\$4,000 per year, two awarded state-wide) May 2007 – May 2009
- UNI Honors Provost Scholarship (\$2,000 per year) May 2005 – May 2009