



Thomas Metevia – Digital Producer

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Work History

Content Creator & WebHub Digital Editor

01/2019 to Current

Clickorlando.com, WKMG News 6 - Graham Media Group

- Consistently generating between 700-1K shares per story and successfully going viral, resulting in ClickOrlando.com having its highest total user count since 2017, and more than 500K active shares in the last 5 months.
- Achieving the highest share count for a single story in 2019 at 474,754 shares and grossing the highest revenue for a single story at \$35K, while beating the previous traffic record on Clickorlando.com by almost 2M.
- Conceptualizing and developing social media content, creating unique, "digital friendly" stories which have effectively increased followers by over 1,400 each month, while monitoring online brand presence.
- Actively producing original click-worthy content for 7 separate affiliates' websites, executing 3-4 entertainment, travel, Disney or theme park related stories daily that drive highly engaged users to site.
- Work closely with the Digital Director and training staff to ensure content meets standards for quality, voice and brand vision.
- Effectively contributing to all areas of newscast and digital content including story conception and research, content selection, newscast timing, writing, booking guests, interviews, social media/web postings, and video editing.
- Remaining up to date with trending topics within the amusement park industry, while working closely with fellow Writers to collaborate on ideas and topics for future stories.
- Effectively supporting editorial operations including maintaining relationships with outside partners, tracking performance of published content and, adjusting the program to optimize website performance.

Production Assistant

05/2018 to 08/2018

CBS Interactive / CBS Sports

- Successfully worked alongside CBS HQ to cut and curate the best content from its family of networks, bringing a passion for sports and a love of the work to help the company effectively serve up sports content to fans everywhere.
- Worked under the direction of the Digital team to identify and secure key video content for the .com pages, while curating and editing multiple video objects daily, handling video editing in addition to headline and caption writing.
- Captured and assembled clips using non-linear editing systems such as Adobe Premier or other software, as well as edited content in a digital environment or digital broadcast facility for distribution for various digital media platforms.
- Prepared highlights and one-plays for distribution across multiple digital platforms, as well as screened content for use on all digital platforms, non-linear editing, and encoding.

Writer & Photographer

08/2016 to 06/2018

NBC25 / FOX66

- Brought aboard before graduating college and immediately stood out in a newsroom that produced 11.5 hours of news per day, producing special projects and writing weekend scripts and teasers for Anchors.
- Created and produced multiple Emmy-worthy packages per night in short deadlines, and never missed a slot, leading to successfully receiving an Emmy nomination and winning an Emmy for outstanding video production.
- Smoothly covered breaking news events, interpreting updates quickly and writing at lightning speed, while taking complex current events and presenting them in a compelling, relatable manner, with clean, clear copy.
- Covered stories either as a one-person team or worked with a Reporter to record breaking news or planned local interest stories and events, both domestically and internationally, including large productions with multi-camera shoots using full sensor cinematic cameras.

- Supported the overall production of stories in this competitive, pressurized environment, including aiding in news cut-in production when necessary, as well as leveraged skills to help Producers in whatever way they needed.
- Served as a key member of the News team, critical to the overall news image and growth of the station, building newscasts with high production value, while working with Producers to ensure their creative vision was executed in vivid video and natural sound.

Technical Skills

- Web: CMS Platforms; AP Style; Adobe Illustrator; HTML; Adobe PhotoShop; Copyediting; Copywriting; Digital Marketing
- Production: Video Production; Video Editing; Sound Production; Adobe Premier; Avid Media Composer; Adobe After Effects
- Tech: Mac/PC Platforms; Microsoft Suite

Education

Saginaw Valley State University – 05/2020

Bachelor of Arts in Communication and Media Studies, with a Minor in Professional Technical Writing

Delta College – 05/2015

Associate of Arts in Electronic Media with an Advanced Certificate in Digital Film

Skills

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| • Managing Programmatic Channel Pages | • Entertainment & Theme Park Content |
| • Editing & Revising Content Submissions | • Writing Scripts & Producing Rough-Cut Video |
| • Successful Writer & Photographer | • Creating Fun & Unique Experiences |
| • Website & Social Media Content | • Content Marketing & Digital Publishing Tools |
| • AP, News, Technical & Blog Writing Styles | • Advanced Audio & Video Production |
| • Drone Photography & Video Certified | • Social Media Design & SEO Management |
| • Recruiting & Supervising Bloggers & Writers | • Excellent Verbal & Written Communication |