

# Brendan M. Tierney

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## EXPERIENCE

### **WSAZ-TV NewsChannel 3**

*Weekend Anchor/Producer*

Charleston, WV

August 2019 - Present

- Select, stack and write two hour weekend morning newscast, including making graphics and shooting breaking news
- Present stories in fast paced engaging manner to inform viewer; interact with live reporters and meteorologists

*Multi-Media Journalist*

June 2019 - Present

- Enterprise stories covering six beat counties; shoot, write and edit at least one package and VOSOT per day
- Breaking news live shots, over-the-top and digital coverage for website, app and social media platforms
- File FOIA requests to incorporate into multi-part investigative stories

### **WBNG-TV 12 News**

*Multi-Media Journalist*

Binghamton, NY

September 2018 – May 2019

- Enterprise, shoot, write and edit more than 40 TV news packages on deadline, including live tosses and tags
- Reported at least two stories per day, three days per week – including multiple versions of each story
- Digital media content including WordPress website, Instagram, Facebook Live and Twitter for each story

*Producer*

January 2019 – May 2019

- Selected, stacked and wrote broadcast news – including editing video, making graphics and approving reporter scripts
- Line produced up to two straight hours of shows coordinating live shots, robotic camera operation and show timing

### **KYW-AM NewsRadio 1060**

*Production Assistant*

Philadelphia, PA

May 2015 – January 2018

- Created up to 20 daily audio and multimedia pieces of content for use online and on podcast platforms
- Monitored news wires, twitter feeds, station email accounts and phone lines for Philadelphia's number one AM radio station
- Act as liaison between seven editors, 35 reporters, 22 anchors, and three radio networks

### **CitrusTV Executive Staff**

*General Manager*

Syracuse, NY

December 2017 – December 2018

- Oversaw the day-to-day and long-term success of the nation's oldest and largest all-student-run television studio
- Increased content viewership more than 20,000% via show reformatting and transition to digital-first distribution strategy
- Financial management of over \$120,000 yearly budget and managed over 425 members who worked and learned in facility

*Alumni Relations Director*

December 2015 – December 2016

- Liaison between 750+ registered studio alumni and current members
- Planned two weekends of alumni events, sent monthly newsletters, and gave 50+ station tours

### **CitrusTV News**

*Executive Producer, News Anchor, Day Reporter, Weather Anchor*

Syracuse, NY

September 2015 – May 2019

- Managed studio operations for Monday's 6 p.m. live news show, including 25 studio personnel and three reporters
- Executive editor for story content and show production quality, including graphics, videos, and camera shots
- Serve weekly as senior news reporter and studio weather anchor, including remote live shots

### **Stotesbury Cup Regatta**

*Media Coordinator, Press Liaison*

Philadelphia, PA

February 2015 – May 2015

- Primary contact for media and sponsors leading up to and during event. Sent press releases to over 500 outlets
- Live Tweet to 2,000+ followers, scheduled 50 sponsor Facebook/Twitter posts, and edited photos and video

## SKILLS

Avid Media Composer, iNews; EDIUS; Adobe Premiere, Audition, Photoshop, and Lightroom; Final Cut Pro; AP ENPS, AP Images, AP Wires, and AP Style writing; WordPress; Burli Newsroom; NBC News Channel and CNN NewsSource; XPression; Chyron Lyric PRO; TVU; Dejero; LiveU; Canon, Nikon, and Sony Cameras; Twitter; Facebook and Facebook Live; Snapchat, Geotags, and Stories; Instagram and Instagram Stories; TikTok; Zoom; Slack; Proficient French; Microsoft Office Suite

## EDUCATION

**Syracuse University**, S.I. Newhouse School of Public Communications

- Bachelor of Sciences: Broadcast and Digital Journalism
- Minors: Political Science, Information Management and Technology

May 2019