

ERIC MERRIS

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PROFESSIONAL SUMMARY

Creative, motivated and detail oriented media professional who is looking to transition to the next step in my career with an organization that will benefit immediately from my experience, and will provide an opportunity for me to develop new skills, perspective and vision.

WORK EXPERIENCE

Waterman Broadcasting Corporation Fort Myers, Florida (10/2000 – 4/2018)

Marketing Manager (3/14 – 4/18)

- Wrote, produced and directed topical news and news image promotional spots for 2 network affiliates
- Scouted locations, designed lighting and operated high definition DSLR cameras for remote and studio productions
- Managed all aspects of the Marketing Department's operation with other internal departments and outside agencies, including the direction of the internal creative team comprised of up to nine members
- Managed all public relations duties including press releases and social media posts
- Consulted, structured and implemented creative media advertising buys with outside media groups according to internal budgets and tracked daily performance of delivered content according to plan
- Managed the fulfillment of the station's public service responsibilities, liaison with external community groups, wrote, produced and directed promotional spots to air, organize on site volunteer groups for day of appearances
- Organized inventory of promotional spots created in house for NBC2, ABC7, News Now and METV including topical news, news image, station image, public service announcements and syndicated programming to established marketing strategies using Wide Orbit
- Produced major marketing events for both stations in partnership with community organizations and sales clients
- Managed on-air and on-line promotional contests including production of social media copy and digital media, FCC compliance and prize fulfillment
- Coordinated the reconciliation of invoices and procurement of payments from co-op advertising partners

Assistant Manager of Marketing (3/08 – 3/14)

Marketing Operations Supervisor (3/04 - 3/08)

Senior Writer/Producer (12/02 - 3/04)

Producer (10/00 – 12/02)

- Managed the daily workflow of the Marketing Department including working closely with Director of Marketing to address performance issues
- Managed all production scheduling for the Marketing Department and coordination with on-air talent and ensured the timely completion of the produced spots
- Oversaw the management of the program logs for ABC7 and NBC2
- Completed advertising buys with outside media groups as directed by Director of Marketing
- Wrote, produced, directed, photographed and edited spots for both news topical and image promotions
- Managed on-air and on-line promotional contests including production of social media copy and digital media, FCC compliance and prize fulfillment
- Acted as liaison between Marketing, Traffic and Sales Departments

Production Resource Group
Research Triangle Park, North Carolina (2/1997 – 9/2000)

Video Facility Coordinator – NC Biotechnology Center

- Managed the operation of the videoconferencing facility, which utilized ISDN BRI technology to provide international access for corporate meetings to Fortune 500 companies
- Operated and maintained 170 seat auditorium with remote video cameras and full sound reinforcement system
- Administered satellite downlinks for presentations

Project Manager

- Facilitated the successful coordination of seven meeting rooms and on-site video production needs at Cisco Systems' second largest site in North America
- Managed two employees (one technician at Cisco, one technician at the NC Biotechnology Center)
- Technical maintenance of the equipment in the meeting facility
- Oversaw daily billing, payroll and staffing issues

Operations Manager

- Coordinated the ordering and delivery of equipment rental services for ten area hotels and their clients
- Managed a warehouse staff of seven technicians including daily client billing, payroll and staffing issues

ADDITIONAL WORK EXPERIENCE

Training Systems, Inc., Wilmington, North Carolina (12/1995 – 12/1996) - Editor/Videographer

WSFX 26, Wilmington, NC (5/1994 – 11/1995) - Commercial Producer

Enstar Cable Advertising, Shelbyville, Illinois (4/1993 – 4/1994) - Regional Producer

Baldwin Legal Visual, Springfield, Illinois (6/1991 – 4/1993) - Videographer

WAND-TV, Decatur, Illinois (6/1992 – 12/1992) - News Photographer (part-time)

McCune Sound Service, San Diego, California (2/1990 – 8/1990) - Audio-Video Engineer

University of Illinois at Springfield TV Office, Springfield, Illinois (6/1986 – 5/1989) - Producer/Director

Illinois, California, North Carolina and Florida (1986 – Present) - Freelance Producer and Videographer

EDUCATION

University of Illinois at Springfield

Bachelor of Arts – Communication

Graduate Work in Communication

The Recording Workshop

Chillicothe, Ohio

Audio Engineering Certification

TECHNICAL EXPERIENCE

Microsoft Office: MS Word, MS Excel, MS PowerPoint

Mac and PC systems

Final Cut Pro, Avid Media Composer and Adobe Premiere editing software

Adobe Creative Cloud

Canon DSLR systems