# BRYAN J. HALL

*Dynamic broadcasting, media and marketing professional located in Rushville, IN*

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## Professional Experience

### Marketing Consultant
*Whitewater Broadcasting*
June 2024 – Present
*Rushville, IN*
- Analyze market trends and data to identify opportunities for client growth and innovation
- Discover new clients to advertise with while managing a wide portfolio of current clients in the central Indiana area
- Develop data-driven marketing strategies for clients using Nielsen report analytics and broadcast marketing tools
- Write commercial scripts that adequately represent business advertisement needs

### Creative Producer
*Nox Mysterium Productions*
March 2024 – Present
*Remote and Local*
- Founded Nox Mysterium Productions, a freelance videography, editing, and live operations marketing company
- Provide video and audio services to a range of clients, both local and remote, ranging from Merit Street Media, Professional Bull Riding, the City of Rushville, G101.3, and the Midwest Craft Chocolate Festival
- Work within Google and Facebook advertising platforms to expand business and acquire new customers
- Utilize AI tools to streamline editing and production processes and assist in visual graphic creation

### Live Streaming and Content Specialist
*Professional Bull Riding - Merit Street Media - Trinity Broadcasting Network*
(Contract) June 2024 – Nov. 2024
*Remote*
- Monitored, maintained and scheduled 5+ live video broadcasting events per week with JWPlayer
- Identified and troubleshot signal/feed issues by utilizing Amagi Cloudport for maximum stream uptime and quality
- Tagged, edited and uploaded VODs to network databases upon live broadcast completion
- Updated stream graphics and thumbnails on Merit Street Media's platforms during live events via Media Backstage
- Coordinated routing deliverables to third party vendors and developers to ensure successful event completion

### Programming Coordinator
*Nexstar Media Group*
Jan. 2022 – June 2024
*Indianapolis, IN (Hybrid)*
- Mapped out and maintained programming schedules for 20+ various TV network affiliates around the country
- Coordinated with 3rd party station contacts to update programming and sent out weekly reports to reflect updates
- Managed station programming infrastructure within WideOrbit CMS software
- Analyzed station content inventories to ensure programming was not breaching any contracts or FCC regulations

### Master Control Operator
*Sinclair Broadcasting Group*
Dec. 2020 – Jan. 2022
*Miamisburg, OH*
- Monitored and ran live programming for the Fox and ABC stations in the Dayton, OH and Buffalo, NY areas
- Ran live morning news programs by communicating with directors and switching video feeds from live to commercial
- Gathered, managed, recorded and edited TV content including live satellite feeds, commercial ads, and programming
- Pulled machine data with Avid Collect Suite to identify issues and monitor system uptime and performance

## Education

### Ball State University
Muncie, IN
*Bachelor of Arts in Telecommunications - Dean's List - Early Graduate*
*Aug. 2017 – May 2020*

## Skills

**Media Operations**: Content Management, Data Analysis, Project Management, Ad Integration, Livestream Maintenance, Metadata Tagging, Troubleshooting, Monitoring
**Software & Platforms**: AVID Collect Suite, Tableau, JWPlayer, Amagi Cloudport, Media Backstage, WideOrbit, Roku, Photoshop, Adobe Premiere Pro, Adobe Audition, ProTools, Microsoft Excel, YouTube, Craft, AI
**Communication**: Scheduling, Presentations, Organization, Client Coordination, Account Management, Sales, Customer Service, Slack, Microsoft Teams, Multitasking, Problem Solving
**Production**: Audio & Video Editing, Videography, Color Correction, Scriptwriting, Graphic and Thumbnail Creation

## Projects

**TransPerfect Dataforce Contributor** | *Artificial Intelligence Voice Recognition*
Jan. 2024 – Feb. 2024
- Submitted voice recordings in different environments to establish better clarity of AI voice recognition

**Netflix Student Partnership Project** | *Audio Quality Study*
Feb. 2020 – April 2020
- Performed analyses on stream audio qualities to determine the most efficient audio compression standards