

# Marla Lawry

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## TECHNICAL SKILLS

- Coding: HTML, CSS, JavaScript, React, Bootstrap, GitHub, SEO, Wireframing, npm
- Operating Systems: Windows, macOS, ChromeOS, Linux, Android, iOS
- Video Editing: Beta, DVCPRO, SSD, XDCAM, Blu-ray, Avid Media Composer, Final Cut Pro, Adobe Premiere Pro, Adobe Media Encoder, DaVinci Resolve, iMovie
- IT Support: RAM, Hard Drive, Solid State Drive, Power Supply, DC-In Board, Optical Drive, Battery Replacement, Bluetooth/Wi-Fi Card, Router, Modem, Printer, Scanner, Copier, IP Camera, Laptop Screen, Bug Fixes, Data Recovery, Malware Removal, Hard Drive Cloning, Cell Phone Rooting/Jailbreaking, Virtual Machines, Remote Desktop, Microsoft Azure, Active Directory, Ticketing Systems, Wireshark

## EXPERIENCE

KVUE TV – ABC, AUSTIN, TX

### STUDIO FLOOR MANAGER

AUGUST 2022 — PRESENT

- Oversee activity on the studio floor during newscasts to support smooth broadcasts.
- Direct the movement and positioning of on-camera talent to ensure proper placement in alignment with planned broadcast times.
- Prepare floor setups for routine and special edition broadcasts.
- Collaborate with other media staff to supervise floor activity, providing assistance with tasks as needed.
- Support broadcasting operations to maintain adherence to timelines and minimize interruptions.
- Shoot weekly high school football games for Friday Football Fever.

KVUE TV – ABC, AUSTIN, TX

### BROADCAST TECHNICIAN | MASTER CONTROL OPERATOR

MAY 2012 — AUGUST 2021

- Monitored and controlled on-air programming for all station-owned channels to ensure quality and accuracy of all broadcasts.
- Operated multiviewer systems, equipment banks, and control panels to aid live broadcasts.
- Certified adherence of all broadcast content to established government guidelines.
- Controlled and dynamically adjusted incoming and outgoing broadcast signals utilizing switchers or automation to regulate sound volume as well as signal strength and clarity.
- Identified and rapidly troubleshooted malfunctions during broadcasts to minimize interruptions.
- Documented malfunctions by submitting reports and logs, following up on issues as needed.
- Demonstrated an in-depth understanding of satellite, microwave, and other transmitter equipment to effectively broadcast television programs.
- Outperformed expectations, receiving recognition as Production Employee of the Year in 2013.
- Aligned objectives and bridged communications between media providers, sales, traffic, and marketing teams to secure scheduled playback, acquire, then input commercials and shows to the server.
- Organized the execution of short recorded news segments.
- Recorded, encoded, and edited daily promotional teasers in preparation for broadcasts.
- Managed activities on the studio floor by directing on- and off-camera staff to necessary positioning.
- Reported department maintenance issues to ensure timely resolutions.
- Curated quality broadcasts by displaying chyron show graphics, controlling manual and robotic cameras, commanding the audio board, and operating the teleprompter to provide lines.

### PREVIOUS EXPERIENCE

KEYE TV – CBS, AUSTIN, TX, **VIDEO EDITOR** | OCTOBER 2011 — MAY 2012

ROYAL CARIBBEAN INTERNATIONAL, CAPE CANAVERAL, FL, **BROADCAST TECHNICIAN** | JULY 2011 — SEPTEMBER 2011

KOKH – FOX 25 NEWS, OKLAHOMA CITY, OK, **AUDIO OPERATOR/VIDEO EDITOR** | MARCH 2007 — JULY 2011

KAUZ – CBS NEWS CHANNEL 6, WICHITA FALLS, TX, **PRODUCTION ASSISTANT** | JUNE 2004 — FEBRUARY 2007

KFDX – NBC TV-3, WICHITA FALLS, TX, **PRODUCTION ASSISTANT** | JULY 2000 — APRIL 2004

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## **EDUCATION**

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BACHELOR OF ARTS (B.A.) IN ART | MINOR IN BUSINESS COMPUTER INFORMATION SYSTEMS  
Midwestern State University, Wichita Falls, TX

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## **CERTIFICATES**

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THE BITS AND BYTES OF COMPUTER NETWORKING, JUNE 2023  
Google

TECHNICAL SUPPORT FUNDAMENTALS, MAY 2023  
Google

FRONT-END DEVELOPMENT, JAN 2023  
SheCodes.io