

# Austin Taranto

## Areas of Expertise

- Professional/Technical writing
- Sales & inventory management
- Solid written & oral presentation skills
- Collaborating with others
- Web-Based research
- Organizing/project management

## Operational Skills

- Proficient in skills with PC/MAC
- Proficient skills with Microsoft Office
- Outlook
- Microsoft Word
- Adobe Creative Suite
- PowerPoint
- Excel
- Mobile applications
- Social media
- Basic knowledge of MLB Network Digital asset management software
- Basic knowledge of HTML/CSS/SQL/JavaScript
- Received SQL certification from Udemy.com

## Professional Interests

- Technology
- Entrepreneurship
- Social media
- Social networking
- Multi-media
- Organizational development
- Marketing
- Business
- Economics

## Personal Interests

- Film production
- Travel
- Technology
- Gaming
- Food
- Wine
- Collecting

## Education

### Sacred Heart University

(Fairfield, CT) 2008 – 2012

John F. Welch College of Business

Bachelor of Science, Business

Administration - May 2012

Concentration: Entrepreneurship &

Family Business

## Contact

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## Objective

To make a positive impact & contribution to the team utilizing my knowledge of code, research, & technical skills to accomplish any task that presents a challenge.

## Experience

### CBS Sports

Media Asset Manager (NYC) Nov. 2018 – Present

- Schedule daily records for games across various networks in Dalet system.
- Restore footage for live & ongoing edits.
- Ingest video content to Adobe Premiere & Encoder for editing purposes.
- Insert metadata for all files ingested to provide exceptional organization.
- Flush files from Dalet system to provide space for new files to be ingested.

Media Service Coordinator (NYC) Nov. 2014 – 2018

- Assisted producers in finding footage for studio, filed, & project edits: Super Bowl 50, March Madness, & Emmy Awards.
- Monitored incoming & outgoing digital files to field production & other networks.
- Was in charge of gathering & distributing standby show edits for live broadcasts.
- Imported NFL specialty films files for future edits.
- Managerial role of Archives team.
- Supervised staff for live weekend game events.
- Mentored interns & new coworkers about daily processes.

### Discovery Communications

Sales Assistant (NYC) July 2013 – Jan. 2014

- Managed flighting & allocating commercial units for various CPG, retail & travel advertisers on TLC, DFH, SCI, MIL, OWN, & ID.
- Developed relationships with Account Executives & the marketing department on promotional assets, material deadlines, & approvals.
- Collaborated with commercial operations to schedule promotional assets.
- Updated & cleared client schedules due to content issues & program changes.
- Maintained accounts on a daily basis, including swapping units & adding constraints to deals for agencies such as: Horizon, RJ Palmer, Media Edge, V Media Services INC, Media Insight, Wieden & Kennedy, Maxus, & Target Cast TCM.
- Monitored & filled network avails on TLC to help team secure inventory.

### Zachy's Wine & Liquor

Coordinator (Scarsdale, NY) Sept. 2012 – June 2013

- Managed digital orders for customers.
- Supported sales staff with customers & orders.
- Supervised & validated inventory in store & warehouse.

### NBCUniversal

Digital Ad Sales Intern (NYC) June – Aug. 2011

- Created & implemented marketing pitch for Trojan & Radioshack brands as part of group project for head executives of network.
- Accurately tracked digital ad traffic for E! Entertainment, G4, & MyStyle network websites.
- Recorded impressions, clicks, & CTR for Proof of Performance reports for clients.

**References Furnished Upon Request.**