

WHITNEY BROADFOOT

COMMUNICATION & TECHNOLOGIES PROFESSIONAL - 518 • 524 • 4700 - WHITNEYBROADFOOT@GMAIL.COM

EDUCATION:

University of Denver - Full Stack Coding Bootcamp; HTML, CSS, JavaScript, jQuery, Node.js, PHP, Laravel, Express.js, React.js, Database Theory, MongoDB, MySQL, Command Line, Git **Current**

State University of New York at Plattsburgh - Bachelor of Science, Communication Studies; Broadcast Journalism & TV/Video Production **2009 Graduate**

PROFESSIONAL EXPERIENCE:

Assistant Athletic Director for Operations - Denver Public Schools; Denver CO **2016-2020**

- Hired to streamline operations for athletic department shifting to online systems & web based/social media presence. Introduced new initiatives & implemented current compliance with DPS & CHSAA standards. Role also includes office management, scheduling, transportation, eligibility, finance, etc.

Newscast Operations Technician - KDVR-TV/FOX31 & Channel 2 News; Denver, CO **2013-2016**

- Executing roles of production and coordination between Anchors, Audio, Lighting, & Director. Emphasis on technology, event & time management, communication, anticipating and adapting to changes

Brand Awareness Manager - Havas Impact Worldwide; Major US Cities **2012-2014**

- Implementing campaign initiatives for various clients during National events and promotions. Thorough recap, reaching promotional goals, inventory control, on-site staff training, pre & post-production aspects: expense reports, social media, product transportation, budgeting, contact with media outlets.

Freelance Production Assistant – Various; New York City, NY **2012-2013**

- The Voice, Celebrity Apprentice, Madison Square Garden Events, Coca-Cola, Vivid Seats, etc. Operation and break down of set/equipment, delivery coordination, pushing social media agenda Accountable for continuity, lighting, crowd control, audio, thorough recap, demographic analysis, various.

Media Traffic Coordinator - Mountain Communications; Adirondacks, NY **2010-2012**

- Coordinate daily commercial and audio logs, liaison between production and sales departments Scheduling and workflow of station's advertising or marketing communication projects. Administrative: billing, social media, mail/phone correspondence in addition to reading live on-air news and weather

LET'S CONNECT:

10+ years of strong written, oral, & web based communications, analytical, and interpersonal skills. Extensive customer service and hospitality background. Highly skilled in project, office, and time management.

- Proficient on PC & Mac Operating systems in Microsoft, Adobe, & Google Suite
- Advancing my skills and searching for opportunities within the realm of coding and web development

WWW.LINKEDIN.COM/IN/WBROADFOOT • [HTTPS://GITHUB.COM/WHITNEYBROADFOOT](https://GITHUB.COM/WHITNEYBROADFOOT)