

AARON M. THOMPSON

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PROFESSIONAL SUMMARY

Highly ambitious self-starter, excellent at juggling multiple tasks and working under pressure. Broad experience includes Videography, Social Media Management, Photography and Marketing.

SKILLS

- Creative Storytelling
- Engaging Social Media Content
- Diversified Experience
- Videography & Photography
- Efficient & Timely
- Team Focused

EDUCATION

Bachelor of Science in Communication; Minor in Creative Writing
Pittsburg State University

May 2009
Pittsburg, KS

PROFESSIONAL EXPERIENCE

Videographer

Pittsburg State University

May 2019-Present
Pittsburg, KS

- Create high quality content for marketing and recruitment campus initiatives
- Collaborate with campus departments on telling the story of their area, goals and achievements
- Develop social media and web content to provide stories for online audience engagement
- Create commercials for Pitt State
- Research and recommend new products for video equipment
- Maintain a flexible approach to on-demand work
- Supervise student interns
- Assist community partners with video content including
 - Pittsburg Chamber of Commerce
 - Via Christi Hospital - Pittsburg
 - City of Pittsburg
 - Block 22
 - Pitsco Education
 - US Senator - Jerry Moran

News Photographer

KSHB Action 41 News, E. W. Scripps Company

August 2018-June 2019
Kansas City, MO

- Shot, produced and creatively edited stories on a daily basis in top 33 market
- Coordinated with reporters on shot selection, story-telling and script editing
- Provided one on one critiques with partner photographers on camera operations & improved storytelling
- Developed social media content to market upcoming segments and provide stories for online audience
- Provided web content to drive audience engagement
- Maintained a flexible approach to on-demand work
- Executed assigned live shot pieces
- Assisted larger networks of NBC and Scripps with live shots and content for news coverage

Chief Photographer

KWCH-TV, Gray Television

August 2015-August 2018
Wichita, KS

- Shot, produced and creatively edited stories on a daily basis
- Created and managed marketing strategies which resulted in a daily jump from 2.8 to 5.2 in customer ratings
- Responsible for web content creation
- Developed social media content to market upcoming segments and provide stories for online audience
- Served on the management team to improve station operations
- Encouraged a collaborative work environment through leadership and open communication

- Researched and recommended new products for video equipment and newsroom operations
- Supervised a staff of 5-11 photographers including scheduling and payroll
- Provided training & coaching for reporters and photographers on camera operations & improved storytelling
- Managed live backpack units and camera gear for station
- Oversaw maintenance and repairs for company service fleet of 20 cars and 3 live trucks
- Provided video and interviews for sister stations within Gray Television
- Maintained a flexible approach to on-demand work
 - Multitasked while in the field including story editing and management duties
 - Remained flexible in shift assignment, including mornings, nights, and weekends
- Executed 20 hours per week of setting up and running live shots
- Assisted larger networks of CBS and CNN with live shots and content for news coverage
- 2016 National Press Photographers Association (NPPA) News Video Conference Graduate
- Covered Special Events including the following highlights:
 - CBS' Steve Hartman Surprises a Class in Hutchinson (2017)
 - One of the largest grass fires in the state in Hutchinson, Kansas (2017)
 - Presidential Election (2016)
 - Hesston Excel shooting (2016)
 - Kansas City Royals postseason in Houston and Toronto (2015)

Chief Videographer, Newsroom Operations Manager

KOAM-TV/KFJX-TV, Saga Communications

March 2011-July 2015

Pittsburg, KS

- Managed ENPS, field cameras, TVU Backpack, and Velocity editing software
- Trained Editors, Photographers, and Reporters
- Supervised, trained, and provided leadership to nine News Assistants
- Shot and creatively edited stories on a daily basis for newscasts
- Served as main shooter during sweeps periods
- Provided editing advice and support to Reporters and Anchors
- Served as Assignment Editor on holidays and as necessary
- Maintained service on fleet of nine station cars and two microwave trucks
- Created web extra content
- Updated social media on stories and breaking news
- Served in an on-call rotation for breaking news
- Covered Special Events including the following highlights:
 - Barack Obama's Presidential visits to Joplin addressing tornado recovery (2011) and (2012)
 - Joe Biden's Vice Presidential visit to Joplin for area high school dedication (2014)
 - Baseball World Series in St. Louis, Missouri (2013)
 - Joplin tornado, including footage that was used in nationwide coverage (2011)
 - Quapaw, Oklahoma tornado (2014)

PROFESSIONAL ORGANIZATIONS & ACTIVITIES

Pittsburg Area Young Professionals	2012 - 2015
NPPA	Fall 2015

HONORS AND RECOGNITION

Edward R. Murrow Regional Newscast Award Winner - "Independence Investigation"	2019
Edward R. Murrow Regional Newscast Award Winner - 'Hesston Shooting'	2017
Member of Kansas Association of Broadcasters Large Market Television of the Year Station	2016
Kansas Association of Broadcasters Award Winner - 'New Hope Bulldogs'	2014
Missouri Broadcasters Association Award Winner - 'Shot in the Dark'	2014
Kansas Association of Broadcasters Award Winner - 'Not so Undercover Boss'	2012