

Colleen E. Brandt

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WORK EXPERIENCE

Senior Account Executive, Regan Communications

December 2018 - Present

- Develop and manage nearly a dozen clients in lifestyle, medical, high-end restaurant chains and hotels.
- Assist the Senior Vice President of the agency to create content for social media, online and print publications for the businesses we are serving.
- Organize and plan events, galas and fundraisers for hundreds of people at a time on behalf of our clients.

Emmy-Nominated News Producer, WHDH 7 News

November 2016 - December 2018

- Created hard-hitting and compelling newscasts for viewers in a Top-10 market.
- Lead a team of producers and reporters to research and find unique story ideas.
- Wrote headlines, stories and teases under strict deadlines for millions of viewers in New England.

News Producer, FiOS1 News

May 2015 – November 2016

- Wrote a wide-range of stories and headlines for viewers throughout the Lower Hudson Valley.
- Field-produced a weekly workout segment “Fitness Friday” where my talent and I would find new/trending workout routines to broadcast on television and on social media.
- Worked with the sports department to produce daily content, including the 2015 World Series.

Special Projects Producer

January 2015 – May 2015

- Created promotional videos for the men’s and women’s Plattsburgh College basketball teams that were featured on the college’s website, social media and WPTZ, the local television station.
- Conducted interviews with the coaches and players during the game and post-game that would air live to thousands of viewers.

WPTZ Intern

January 2015 – May 2015

- Assisted news producers in writing stories and creating newscasts.
- Helped manage the assignment desk three days a week to find stories for reporters to cover.

Sports Coordinator, SUNY Plattsburgh

August 2013 – May 2015

- Worked with the Coordinator of Athletic Operations to organize sports equipment for every team on campus.
- Coordinated with coaches and staff members to make sure teams were prepared for practice, home and away games weekly, which included working with each team’s budget to order new equipment and uniforms when needed.

EDUCATION

State University of New York at Plattsburgh, Graduated May 2015

B.S. in Broadcast Journalism and Television/Video Production

Minor in Journalism

GPA 3.4

SKILLS

Adobe: Premier, Design, and Photoshop

Avid Technology

Microsoft Office: Word, Excel and PowerPoint

Final Cut Pro

ENPS & INews

Cision