

# Christopher Boyd

Brandon, Florida 33511 • (813) 732-2741 • christopherboyd@outlook.com

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## CAREER OVERVIEW:

Innovative, adaptable and strategic profession combining more than 15 years of diverse media experience, including on-air talent, field and studio production, multimedia journalism, copy writing, article development, social media, editorial oversight, team leadership, segment writing & development, scripting, graphics, multimedia production, shooting, event producing, strategic planning, competitive booking, interviewing and editing. Experienced in short and longform documentaries, TV broadcast, hard news/feature stories, radio, web and social media.

Versatile, responsive, camera-ready and calm under pressure. Expertise in matching demeanor to coincide with content. Vast network of contacts in media, municipal, state and federal government, community organizations and businesses. Diverse experience in public relations, media relations, community marketing, social media marketing/engagement, media coaching, brand building, internal/external communications and message development.

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## PROFESSIONAL EXPERIENCE

### BAY NEWS 9, Tampa, Florida

#### **Assignment Editor**

2016 to Present

Partner with executive and senior producers to coordinate ideation, cultivation, research and broadcast of live and pre-recorded hard, soft, breaking and feature stories for a 24-hour news cycle. Allocate, schedule, dispatch and oversee field reporters, helicopter pilot and photographers to meet strict deadlines. Leverage a vast network of sources, public information officers, law enforcement and community stakeholders to optimize coverage. Drive community engagement and viewership via social media outreach and marketing; utilize Twitter and Facebook for breaking news.

- Strictly monitor station guidelines and brand for dispatching reporters, as well as coverage criteria.
- Lead complete coverage of breaking news stories overnight as needed, including shooting video, recording/editing sound bites and preparing story for air.
- Developed and implemented standardized "night notes" format, significantly expanding information provided to editors and producers concerning developing news stories and required follow-ups to ensure comprehensive coverage across all teams.
- Championed editorial meetings for evening/night teams, which improved collaboration and pitch depth in order to optimize resources, scheduling accuracy and coverage.
- Improved flow of information between executive producer, editors and reporters.

### WFLA-TV, Tampa, Florida

#### **Weekend Assignment Editor**

2014 to 2016

Managed, scheduled and oversaw photographers and reporters ensuring adherence to deadlines in an extremely fast paced environment. Researched, gathered information and determined coverage for various assignments for broadcast. Shot own video of stories as needed. Interfaced with public information officers, key sources and various community resources to cultivate stories and expand coverage. Partnered with executive producer for planning and scheduling stories. Tuned in live shots from the field.

- Conceptualized, researched, wrote and edited stories for station's website (WFLA.com).
- Effectively coordinated, planned and scheduled multiple internal teams to meet strict news broadcast deadlines.
- Administered Twitter and Facebook accounts for breaking news; engaged community members via social media and significantly expanded followers and engagement.
- Coached reporters in media relations, camera presence, message development and producer relations.

### WFTS-TV, Tampa, Florida

#### **Assignment Editor (Local News Service)**

2013 to 2014

Coordinated assignments between ABC, FOX and CBS affiliate stations as part of a Local News Service agreement to pool reporter resources. Effectively managed through ambiguity and adversity to ensure all stations agreed to cover stories and allocated resources as needed.

- Built strong, trusted relationships with key editorial and production resources at each affiliate.
- Optimized planning and scheduling to expand content for all stations.
- Managed photographers and dispatched helicopter pilot as needed consistently meeting strict deadlines.

KPLC 7, Lake Charles, Louisiana

**Reporter/Weekend Producer**

2013 to 2013

Multimedia journalist leading full lifecycle TV and web story production for this NBC affiliate, including pitch, research, write, shoot, edit, produce and present various news stories. Posted news reports to web utilizing WorldNow. Produced and stacked shows for weekend broadcasts; produced three different newscasts on the weekends. Pushed content via social media and led social media engagement.

PBS NEWS HOUR, Tampa, Florida

**Associate Producer** (Contractor: 2012 RNC)

2012 to 2012

Associate producer for PBS NewsHour's nightly broadcast coverage of the 2012 Republican National Convention. Assisted in live and pre-taped nightly broadcasts. Created and proofread news scripts for live air. Developed and distributed daily schedule, as well as filed daily production reports.

WENG 1530AM, Englewood, Florida

**On-Air Talent/Production Specialist**

2008 to 2009

Led all aspects of shows, including production and editing, booking guests and talent, board operations, social media marketing and administration; read advertiser and sponsor copy. Developed live on-air schedules. Operated master control board for talk shows and live broadcasts.

CCTV 20, Port Charlotte, Florida

**Production Assistant** (Volunteer)

2008 to 2009

Planned and executed live productions, in-studio events and field productions/ENG projects.

FEMA CITY, Port Charlotte, Florida

**Production Assistant**

2005 to 2006

Assisted in producing a documentary film, including sourcing and booking interviews with media outlets and talent. Researched various concepts for documentary and provided production and operational support to director.

**ENTREPRENEURIAL:**

NEW ERA FILMS, Brandon, Florida

**Owner/Executive Director**

2016 to Present

Leading full cycle writing, interviewing, production and editing of documentary film, "The Cigar City" providing an in depth history of Ybor City and its legacy of cigars via research, interviews and stories from community members. Lead all phases of story development from research through story casting, field producing, writing and overseeing edits.

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**EDUCATION:** UNIVERSITY OF TAMPA, Tampa, Florida

**Bachelor of Arts, Broadcast Communications**

2012

COLLEGE OF DUPAGE, Glen Ellyn, Illinois

**Associate of Applied Science, Film & Television Production**

2008

**AFFILIATIONS:** Member (Associate Producer), Film Florida: state-wide, nonprofit entertainment production association providing leadership in the film, TV, production & digital media/tech industry.

**TECHNICAL:** Mac and PC platforms; MS Office Suite, Google Suite, Final Cut Pro (editing), Twisted Wave (voice), TweetDeck, Dalet Galaxy (media asset management & workflow), ENPS (news production), WebEx (video conferencing).  
Setup, operation and troubleshooting of Blue Yeti USB Microphone and mobile filmmaker rig. Skilled in social media marketing. Extensive knowledge of field and studio production equipment.