

CHRISTOPHER L. CELLA JR.

Lynchburg, VA | (925) 393-9216 | chris.cellajr@gmail.com | www.linkedin.com/in/chriscellajr/ | www.thecellareport.com

SUMMARY OF QUALIFICATIONS

- Experience in production and delivery (preproduction, production, and postproduction) of television and radio, content ranging from weekly community updates to political commentary
- Proficiency in social media management across platforms including Instagram, Facebook, YouTube, Twitter, Parler, and Gab
- Creator of written and visual content for social media platforms, podcasts, television newscasts, and radio broadcasts
- Expertise with all technical components and production processes of the newsroom

EXPERIENCE

- News Director**, *90.9 The Light Liberty University*, Lynchburg, VA Jan 2021- Present
- Created and broadcast written and audio content, including weekly broadcast coverage including local news, sports, weather, and any breaking news within the community as well as nationally in a community calendar
 - Recorded and aired hundreds of breaking news and AP Wire newscasts
 - Supervised preparation and edited and approved content from others contributors
- Co-Founder/Editor/Studio Host**, *Town Square News*, Lynchburg, VA June 2021-Present
- Founded, and co-edit media platform disseminating broadcast and print news, opinion, and cultural content
 - Content creation including video newscasts and readable videos concerning politics and pop culture
- Transition Coordinator (Sales)**, *Fortezza LLC*, Boca Raton, FL 2014-2020
- Responsible for full spectrum of sales and marketing responsibilities in early-stage digital marketing company
 - Developed and implemented business development/marketing strategies
- Mobile Sales Expert**, *Best Buy*, Pleasant Hill, CA 2013 - 2014
- Sales and customer service for diverse products and services - promoted to cellular department

EDUCATION

- BS in Digital Media & Journalism: On-Camera Performance**, *Liberty University*, Lynchburg, VA Anticipated Dec. 2021
- GPA **3.86**, Dean's List
 - Involvement: *Student Government Association Liberty University, College Republicans of Liberty University, The Society for Collegiate Leadership & Achievement (SCLA)*

TECHNICAL SKILLS

- Adobe Creative Suite
- Social Media Management
- Google Suite/Microsoft Office
- Ecamm Live, OBS & other live streaming software
- YouTube Analytics
- Expanded expertise of filming and editing together Packages, RDRs, VOSOT's etc.
- Professional broadcast, interview, and reporting skills
- Backpack Journalist (independent preproduction, production, and postproduction)
- Newscast Control Room Experience – Director, AD, Prompter, graphics

REFERENCES

Dr. Bruce Kirk	Professor	Liberty University	bm Kirk@liberty.edu	(434) 582-7220
Dr. Donald Alban	Professor	Liberty University	dhalban@liberty.edu	(434) 582-2505
Steve Stilwell	General Manager	90.9 The Light	sestilwell@liberty.edu	(434) 582-2452