
BRIAN L. SKINNELL

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CAREER OBJECTIVE

I am exploring opportunities where I can utilize and apply the communications skills I have learned through my education and previous work experience.

EXPERIENCE

INTERN/PART-TIME/FREELANCE – REDSKINS.COM – 2014-PRESENT

- Contribute articles to the Redskins.com website including player features, game analysis and community events.
- Photograph practices, player activities and community events, edit photos using the Picasa software, and the post photo galleries on redskins.com.
- Manage content to website via Content Management System, including articles and photo galleries.
- Contribute to development of photo library to ensure an organized and accessible set of photographs to be used on social media and other tasks within the media department.

FREELANCE WRITING – 2013-2014

- Contributed to the coverage of Washington, D.C. sports and NASCAR to Yahoo Sports, District Sports Page and Rant Sports.
- When on assignments, provided real-time updates on social media on Twitter and Facebook, including short videos on Vine and photographs on Instagram.

SPORTS DIRECTOR, PLAY-BY-PLAY BROADCASTER – 89.7 WSHC – 2011-2014

- Instituted student-lead play-by-play announcing, which included obtaining faculty permission, coordinating broadcast with communications manager, planning, determining which games to broadcast, and equipment setup.
- Promoted broadcasts via announcements on 89.7 WSHC and social media (Facebook, Twitter).
- Lead play-by-play broadcaster for football, basketball, and baseball games, which encompassed studying player and team background, coordinating pre- and post-game on-air content, along with operating technical broadcast equipment throughout broadcast.

SPORTS EDITOR – THE SHEPHERD PICKET – 2012-2013

- Supervised and coordinated sports articles and content from my staff of reporters and other editors.
- Planned the contents of publications according to the publication's style, editorial policy, and publishing requirements.
- Read, evaluated and edited manuscripts and other materials submitted for publication and conferred with authors regarding changes in content, style or organization, or publication.
- Oversaw publication production, including artwork, layout, computer typesetting, and printing, ensuring adherence to deadlines and budget requirements.
- Monitored news-gathering operations to ensure utilization of all news sources, such as press releases, telephone contacts, radio, television, wire services, and other reporters.

THE SKINNY ON SPORTS – 2010-2013

- Founded "The Skinny On Sports" sports blog.
- Created and curated content daily regarding Washington, D.C. sports.
- Promoted blog on social media (Twitter, Facebook, LinkedIn, Google Plus) to grow the reach and readership of the blog.
- Through social media, secured several on-air and live radio appearances, including a twice-weekly on-air segment in Memphis, Tennessee and several spot appearances on Israel Sports Talk Radio.

EDUCATION

SHEPHERD UNIVERSITY, SHEPHERDSTOWN, WV - BACHELOR OF SCIENCE IN RECREATION AND LEISURE STUDIES, SPORTS COMMUNICATION CONCENTRATION, 2014

- 3.4/4.0 GPA.
- 2014 Outstanding Major of the Year Award presented at American Alliance Health, Physical Education, Recreation and Dance (AAPHERD) National Conference
- 2013 Shepherd University Recreation Department Chair Award.
- Student-Teacher in Sports Writing Class
- The Student Representative on Accreditation Committee

SKILLS

- Twitter, Facebook, Instagram, LinkedIn, Pinterest and Google Plus
- Online Social Media Managers (Hootsuite, Tweetdeck)
- Promoting, Building and Maintaining Brands on Social Media
- Search Engine Optimization (SEO)
- Microsoft Office
- Writing and Editing in AP Style
- Photography and Photo Editing (Picasa)
- Content Management Systems (CMS)
- HTML and CSS Coding

OTHER

- Boy Scouts of America – Eagle Scout

References will be available upon request