BRADLEY D. BODE

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ACADEMIC PREPARATION

BS S.I. Newhouse School at Syracuse University — May 2000
Producing for Electronic Media
Minored in Psychology

PROFESSIONAL EXPERIENCE

Lecturer, East Tennessee State University, Aug 2022 – Present, Johnson City, TN

- Using variety of teaching methods such as lectures, discussions, and, most importantly, hands-on demonstrations
- Instruct students in TV1, Advanced TV Production, Production Practices, Writing for RTVF, Intro to RTVF
- Sharing personal real-life, professional experiences and regularly welcoming in experienced pros as guest speakers to communicate the vital need for students to get hand student-to-professional deliverable projects.
- Providing student feedback regarding areas in need of improvement
- Advising students to determine best path for each to graduation

Independent Filmmaker, April 2019 – Present, Johnson City, TN

- Producer and cam-op for Rare Breed, a short documentary film
- Script/post-production consultant on John Dee, an award-winning short documentary film
- Cam-op for The Down Home, a documentary short film
- Currently producing and directing Ups & Downs, a documentary film

COO, Rugged Media Network, Jan 2022 – Feb 2023, Johnson City, TN

- Driving all aspects of operations for local startup network creating regional, national & international content
- Providing innovative storytelling ideas & solutions for weekly team projects
- Scriptwriting, producing, directing and editing compelling brand storytelling content for clients regionally, nationally & internationally
- Responsible for pre-production, production planning and scheduling, project management, content development, rundown creation
- Leading client relations, creative consulting and marketing content creation

Adjunct Instructor, ETSU, Aug 2019 – Aug 2023, Johnson City, TN

- Using variety of teaching methods such as lectures, discussions, and, most importantly, hands-on demonstrations
- Instruct students in Multimedia Production, Production Special Topics & Practices, and Writing for PR
- Sharing personal real-life, professional experiences and regularly welcoming in experienced pros as guest speakers to communicate the vital need for students to get hands-on experience
- Connecting students with real clients and leading multiple successful student-to-professional deliverable projects.

Creative Director & Brand Storyteller, Aug 2018 - Present, Johnson City, TN

- Creating dynamic brand-related video content for notable clients, including:
  - Ballad Health
  - East Tennessee State University
  - Ntara, Inc
  - American Advertising Federation, Dist. 7
  - Downtown Johnson City
  - Hillhouse Creative
  - Maven Roth Group

Creative Director & Senior Producer, Trending Today & Rugged E-TV
Aug 2020 – Jan 2022, Johnson City, TN

- Scriptwriting, producing, directing and editing compelling brand storytelling content for clients regionally, nationally & internationally
- Leading a production team in every phase of project completion from pre-production through post
- Production planning and scheduling, project management, content development, rundown creation

Creative Director & Production Manager, Mancuso Entertainment, Dec 2018 – July 2020, Johnson City, TN

- Writing, producing, editing high-impact brand storytelling content for clients
- Concepting, pitching, and developing production plans for various projects including promos, testimonials, narratives and original documentary.
- Directing various video shoots, working with clients & talent to maximize impact of brand messages.
- Leading creative and production teams to ensure high-quality deliverables.

Creative Director & Client Services Manager, Ntara, Inc, Aug 2017 – Nov 2018, Johnson City, TN

- Concepting, creative brief writing, scriptwriting, producing, directing, editing video projects for Vidant Cancer Center
- Leading initiatives to translate client needs into dynamic web-design
- Leading creative team, providing strategic direction to designers and production staff
- Ongoing client relations, idea pitches, design presentations, UX/UI site audits

- Client-facing project management
- Coordinating creative, front end & back-end website projects

Production Manager & Writer, Cumberland Marketing, Mar 2016 - Jun 2017, Johnson City, TN

- Extensive creative copywriting, digital, social, billboard, radio ad campaigns, press releases
- Concept, scriptwriting, producing, directing, editing various video projects
- Enabled company-wide file sharing by implementing NAS server
- Ongoing client relations via creative meetings/briefs, communication of marketing plan
- Managing a production team; scheduling, talent relations, project management

Assistant Supervising Editor & Feature Producer, 120 Sports, Dec 2013 - Feb 2016, Chicago, IL

- Create and execute a brand distribution and awareness platform Coordinating our marketing plan, delivering daily/weekly content via social media and App
- Working with clients to deliver on-point marketing via digital media
- Writing, producing, editing promos, ad spots, features, and sizzle reels
- Managing team of editors; scheduling, continued education, quality control

Story/Segment Producer & Editor, NBCUniversal Media LLC, Aug 2004 - Nov 2013, Bethesda, MD

- Writing, producing, and digital editing of features, promos, marketing content
- Super Bowl XLVII Network Promotion Team - worked on-site to produce content and brand network coverage
- Field producing award-winning stories and segments
- In-studio show producing
- Creative input to show producers, marketing team

Video Editor & Story Producer, WMAR-TV, Aug 2000 - Aug 2004, Baltimore, MD

- Editing news stories
- Editing sports packages
- Editing SOT/VOs
- Tape operation during broadcasts
- Graphics creation
- Rundown coordination
- Story pitches

TEACHING EXPERIENCE

East Tennessee State University, Johnson City, TN Aug 2022 to Present
Lecturer, Media & Communications

- RTVF 2630: Writing for RTVF
- RTVF 4661: TV2 – Advanced TV Production
- RTVF 3661: TV1 – Studio Performance & Productin
- PUBR 2600: Intro to RTVF

Adjunct Instructor, Media & Communications

- PUBR 2770: Writing for Public Relations
- RTVF 4957: Topics in Radio-TV-Film
- RTVF 5957: Topics in Radio-TV-Film (Graduate)
- MCOM 2400: Multimedia Production
- ADVR 3100: Brand Communication
- RTVF 2600: Intro to Radio-TV-Film

HONORS AND AWARDS

Prestige Award, Vegas Movie Awards 2021
Our monthly 30-minute show on Fox Business, featuring innovators and business leaders around the globe, received this honor for excellence in brand storytelling

Best TV Series, LA Film Awards 2020
Our monthly 30-minute show on Fox Business, featuring innovators and business leaders around the globe, received this honor for excellence in episodic brand storytelling

Silver Addy Award, District 7 2019
Instructor & creative lead for student group who created a circus-themed Addy Awards Video Promo

Best Plot Twist, 54 Film Fest 2018
“Triangle,” a short film I directed and co-wrote won the Knoxville, TN film fest award for best plot twist

Best Montage, 54 Film Fest 2018
“Triangle,” a short film I directed and co-wrote won the Knoxville, TN film fest award for best plot twist

Best of 2014, Apple App Store Awards 2014
Our app-based, international sports show & network was honored as one of Apple’s best apps of the year

Editor's Choice, Apple App Store Awards 2014
Our app-based, international sports show & network was honored as Apple's editor's choice for one of the best new apps of the year

Outstanding Single News Story, Sports 2013
"Surviving the Boston Marathon," a feature I produced and edited, was honored with a NATAS-National Capitol Chesapeake Bay Chapter Emmy Award

Outstanding News Feature, Sports 2013
"You Can't Stop Me, I Won't Give Up," a feature I wrote, produced and edited was honored with a NATAS-NCCB Chapter Emmy Award

Outstanding Program Achievement, Sports Special 2010
"Cal's Call to The Hall," a special program I co-produced and edited was nominated for a NATAS-NCCB Chapter Emmy Award

Outstanding Editor, Sports 2009
My body of editing work for the year was honored with a NATAS-NCCB Chapter Emmy Award

Outstanding Program Achievement, Sports Weekly Program 2008
"Remembering Sean Taylor – Redskins Kickoff," an NFL pregame show I edited, and associate produced was honored with a NATAS-NCCB Chapter Emmy Award

Outstanding Program Achievement, Sports Weekly Program 2007
"Any Given Sunday – Redskins Kickoff," an NFL pregame show I edited, and associate produced was honored with a NATAS-NCCB Chapter Emmy Award

Outstanding Single News Story, Sports 2006
"Heap of Hope," a feature I wrote, produced and edited, was honored with a NATAS-NCCB Chapter Emmy Award

Outstanding News Feature, Sports 2006
"16 Minutes from Home," a feature I wrote, produced and edited was honored with a NATAS-NCCB Chapter Emmy Award

PROFESSIONAL SERVICE

- American Advertising Federation – District 7 Board Member, 2017-Present
- Education Co-Chair, AAF – District 7, 2020-Present
- AAF Guest Speaker, Monthly Program – Using Video to Brand Your Business, May, 2020
- Diversity Chair, AAF – District 7, 2018
- Northeast Tennessee Entertainment Alliance Board Member, 2018-2022

- NETEA Guest Workshop Presenter – 5 Fundamentals of Brand Storytelling, March, 2022
- Creative Consultant, Camera Operator, Down Home Documentary, 2022
- Creative Consultant, ETSU Grad Student Documentary, 2021
- Co-Founder, Operations Manager, Executive Board Member – Johnson City Film Festival, 2019
- Former Voting Member, National Academy of Television Arts & Sciences, 2007-2012

COMMUNITY SERVICE

- **Summit Leadership,** Guest Presenter – Education & Video Marketing, Johnson City, TN, 2019
- **Downtown Johnson City,** Marketing Committee Board Member, Johnson City, TN, 2018-2019
- **Humane Society of Washington County,** Volunteer, Social Media & Marketing Content Creator, Johnson City, TN, 2018
- **Mt. Hebron High School,** Video Production & Visual Storytelling Guest Speaker, 2008, 2009, 2010

PROFESSIONAL SKILLS

- Proficient with Adobe Creative Cloud software (Acrobat, After Effects, Audition, InDesign, LightRoom Photoshop, Premiere Pro)
- Proficient with Avid Editing Software (Media 100, Media 1000, Avid Digital Studio)
- Proficient with Final Cut Pro Editing Software (Versions 1 through X)
- Proficient with operation of multiple mirrorless & DSLR cameras, including Sony A7iii, Panasonic GH5 & GH4, Canon 60D & 50D, Canon Rebel Series,
- Proficient with professional lighting and audio setups for studio & field productions
- Proficient with Associated Press and American Psychological Association styles
- Proficient with news editing software including Avid Newscutter, Green Valley, Leitch, MediaDesk, Newsbyte, Newsflash
- Public speaking
- Brand storytelling
- Creative writing, film & television scripts, short film scripts, 30-60 second commercial advertisements for TV, radio, digital, social media, promo writing, feature stories
- Content creation & development, Video campaign creation & management
- Video & film pre-pro writing, including story treatments, storyboards, scripts, shot sheets
- Video & film pre-production planning, production scheduling

REFERENCES

Dr. Stephen Marshall, CMO – ETSU Research Corporation, Professor Media & Communication
ETSU
519 Warf-Pickel Hall | P.O. Box 70669
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David Stokes Piercy, Professor, Awarding Winning Film Producer & Director
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Jenny Kontos, President, Creative Director
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