





BRENDON BAKER

MULTIMEDIA CONTENT CREATOR

ABOUT

Brendon Baker is a multimedia content creator with more than five years experience working in sports media. Brendon has excelled creating top content on the most popular digital platforms. He thrives working in fast-paced environments and possesses strong knowledge of the latest media trends.

CONTACT

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-  [Brendon on LinkedIn](#)

EDUCATION

BACHELOR'S DEGREE IN JOURNALISM

University of Missouri
2014 - 2018

SKILLS

- Multimedia storytelling across platforms
- Planning, shooting, editing, and distributing audio and video content
- Broadcast, AP Style, and Creative writing
- Social media
- Social clip captioning
- Website design

TOOLS

- Avid Media Composer
- Adobe Creative Cloud
- All social media platforms
- Grabyo
- Tagboard
- MLB's Diamond Logger
- Sony XD and DSLR cameras

EXPERIENCE

Digital Production Assistant

WWE / November 2021 - Present

- Created a variety of video content in all lengths and formats across platforms
- Cut clips in real time during WWE's weekly and premium monthly shows
- Conceptualized, pitched, and executed original ideas

Video Editing Supervisor

Sports Info Solutions / April 2020 - June 2020, May 2021 - October 2021

- Trained and managed 10 first year Video Editors
- Ensured work quality was up to the standard set by Minor League and Major League Baseball, also made sure my team met our nightly deadline
- Oversaw a 20 percent increase in operational efficiency

Video Editor

Sports Info Solutions / March 2019 - September 2019

- Cut Minor League Baseball games into videos for the teams' use as highlights, player scouting tape, and coaches' breakdowns
- Verified information on the Minor League Baseball Gameday platform
- One of four Editors chosen to work the MiLB playoffs based on my past performance

Sports and News Multimedia Content Creator

KOMU-TV (NBC) / July 2016 - December 2018

- Scripted, shot, and edited feature stories for digital and social audiences
- Wrote articles and posts for the KOMU-TV website and its social platforms
- Produced and anchored segments and half-hour shows for TV under day turn deadlines

REFERENCES

Matthew Zimmer - Senior Associate Producer WWE

Joe Auriemma - Director Digital Production WWE

Jeff McDevitt - Digital Video Producer WWE