

Bill Priestley

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PROFESSIONAL EXPERIENCE

Multimedia Producer/Show Producer – August 2021 – present – FreightWaves, Inc. – Chattanooga, TN

- Produce "FreightWaves Now", a 2-hour morning show airing Monday through Friday from 9-11am Eastern time.
- Schedule guests, write interviews, edit pieces for air and create segments for the show.
- The show has roughly 40,000 unique views every month - up from about 20,000 in December 2021 when I started producing.
- Edit video interviews into show formats as well as design show opens and motion graphics for our creative team to make.

Marketing Writer/Producer – May 2019 – August 2021 – WDEF-TV – Chattanooga, TN

- Wrote, filmed and produced commercials and promotional announcements for air.
- Created promotional announcements as well as longer form media for air and internet publication.
- Produced visual infrastructure for new advertising initiatives including the high school football show "Overtime."
- Produced 4-part series on "The Great American Political Divide" which aired in February, 2020.

Digital Media Coordinator – May 2013 – August 2018, Campbell University, Buies Creek, NC

- Created video and audio elements as well as full digital presentations for web, broadcast and video board use.
- Designed social media elements including video and graphics templates for Facebook, Instagram and Twitter. Launched and maintained social media accounts for many of the athletics programs.
- Designed print media including schedule posters, flyers, brochures and advertisements for game programs.
- Supervised 5-10 students and several full-time employees in broadcasting live televised sports events.
- Created "The Creek Is Rising" campaign for Campbell athletics – named top 10 nationally by NACDA in 2017.
- Announced football, basketball, baseball, volleyball, soccer, softball, wrestling and women's lacrosse events.

Graduate Assistant for Broadcasting – August 2010 – August 2012 – Campbell University, Buies Creek, NC

- Created video and audio elements and full productions for online and broadcast use.
- Designed graphics for university publication (posters, flyers) and edited year-end highlight video.
- Hosted pre, half and post-game shows for football and men's basketball radio broadcasts and announced volleyball, soccer, women's basketball, softball and baseball telecasts.

Teacher and Webmaster – June 2008 – June 2010 – Fayetteville Christian School, Fayetteville, NC

- Taught High School World History, Civics and Multimedia Production and Middle School History.
- Created and maintained the school's website (has since been redesigned).
- Produced media for the school such as graphics, print media and video presentations.

Owner and Operator – Rhapsody Productions – 2005 – 2010 – Indianapolis, IN and Fayetteville, NC

- Owned and operated a media production business concentrating in audio, web and print media.
- Designed websites for a tax reassessment company, an Italian restaurant, a racing association, an internet radio station, a Hollywood singer/dancer and a sportscaster camp among others.
- Produced broadcast quality audio projects including radio commercials for several clients.

EDUCATION

BACHELOR OF ARTS (B.A.) in History from Furman University (1993-1997)

MASTER'S DEGREE IN EDUCATION (M.Ed.) from Campbell University (2010-2012).