

COLIN VEDROS

colinvedros10@gmail.com | 5044448461 | Natchitoches, LA 71457

Summary

Positive and engaging radio and video professional bringing demonstrated success in station support and announcements. Solid history of success in leveraging leadership, planning and interpersonal strengths to maximize effectiveness with listeners and staff. Efficiently coordinate events, teams and plans to achieve challenging business targets. Market-savvy and forward-thinking with good understanding of station operations and listener preferences.

Skills

- Professional Skills
- Customer service, Sales, Scheduling, Camera, News Writing, Public Relations, Video Editing, Adobe Premiere,
- Photography, AP Style, Time management, Microsoft word
- Commercial Recording
- Critical Thinking
- Radio Broadcasting
- Time Management
- Interview Coaching
- Active Listening
- Sports Reporting
- Live Broadcast
- Audience Research
- Performance improvements
- Proficient in Adobe

Experience

Interim General Manager | KNWD Radio 91.7 FM - Natchitoches, LA | 01/2022 - Current

- Delivered exceptional client experiences through hands-on leadership of associates and managers.
- Built and maintained loyal, long-term customer relationships through effective account management.
- Managed inventory levels and conducted corrective action planning to minimize long-term costs.
- Trained employees on duties, policies and procedures.
- Led employee evaluations with constructive feedback to boost performance.
- Recruited, interviewed and hired qualified staff for open positions.
- Recruited, trained and empowered employees to achieve key performance indicators.
- Enhanced operational performance by developing effective business strategies, systems and procedures.

Reporter and Editor | NSU TV News Service | 01/2022 - Current

- Interviewed coaches, student athletes and other athletics personnel
- Edited videos and sent off packages to local television stations
- Used Adobe Premiere Pro and other Adobe products
- Contacted athletics personnel to schedule interviews
- Determined readiness of written pieces, made changes and approved final versions for publication.
- Set layouts and selected news packages for stories to boost readership.

Sports Information Student Worker | Northwestern State University of Louisiana | 08/2022 - Current

- ESPN + Play-By-Play broadcasting for Northwestern State University athletic events
- Offered quality clerical support to department personnel.
- Kept track of statistics during Northwestern State football practices and games
- Sending mail to and from the sports information office

- Developed strong oral and written communication skills in working with people of different ages.
- Planned and completed group projects, working smoothly with others.

Sports Director | 91.7 FM KNWD Radio | 08/2022 - 12/2022

- Creating audio content daily
- Interviewing student athletes and coaches
- Hosting a weekly radio show
- Reported on Northwestern State athletic events and programs to provide interesting sports stories.
- Observed tight deadlines and strict budgetary controls to avoid waste and streamline costs.
- Participated in meetings with producers and production crew to keep program in step with creative vision.
- Remained composed and highly professional in fast-paced and constantly changing environment, effectively handling challenging situations and difficult individuals to achieve objectives.
- Booked guests for on-air interviews and assigned stories to reporters to manage coverage and schedule needs.
- Found appropriate stories and ideas for programming to engage target audiences and hook advertisers.
- Reviewed film, recordings or rehearsals to conform to production and broadcast standards.

Producer/Sports Broadcaster | Baldrige-Dumas Communications | 02/2022 - 09/2022

- Covering high school sports
- Calling softball, girls/boys basketball and football
- Offered on-air game predictions by researching past trends and statistics.
- Read from sales sheet to convey information and communicate messages.
- Conducted interviews and collected information, pictures and sound from various sporting events.
- Interviewed players and coaches to provide post-game analysis.
- Announced play-by-plays to give detailed, sequential descriptions and running accounts of actions.
- Reacting to current events
- Creating ads from local and national companies
- Keeping track of stats if needed
- Reported sports stories for publication or broadcast by describing background and details of each event.
- Conducted interviews and collected information, pictures, videos and sound from various sporting events.
- Presented news coverage or analysis on sports events to inform fans of latest happenings in sports world.

Marketing and Branding Student Worker | Northwestern State University | 11/2021 - 07/2022

- Worked in Marketing and Branding at Northwestern State University
- Created content from video and audio
- Edited footage and sent files to clients
- Created and edited informative videos
- Completed clerical tasks such as filing, copying and distributing mail.
- Completed research, compiled data and assisted in timely reporting.
- Took meeting notes and compiled paperwork to support department.
- Took and followed detailed directions from others.
- Managed supplies, processed new orders and maintained inventory organization for team.

Sports Editor | The Current Sauce | 08/2021 - 05/2022

- Revitalized community sports coverage by increasing assignments and revamping quality standards.
- Delivered authoritative sports coverage with careful attention to game facts, stats and predictions.
- Pitched and developed new columns, consistently increasing readership with proven sports and reporting expertise.
- Reported on Northwestern State athletic events and programs to provide interesting sports stories.
- Devised attention-grabbing headlines and summaries to increase clicks and engagement.
- Managed online sports columns, blogs and video pieces.
- Created new athlete profile column highlighting top players and rising stars in different sports.
- Planned layout of sports section by formatting stories, graphics and headlines.

- Write articles for high school sports every week
- Attend games and collect stats & data
- Contact personnel regarding sports info
- Introduced fresh and new angles on previously reported material to update and inform readers.
- Read trustworthy publications to gather information on current events and breaking news.
- Asked questions and discovered facts during interviews.
- Captured, organized and edited videos and photos for presentations and advertising.
- Performed detailed analysis of sports programs and made recommendations on best practices and industry trends.

Education and Training

Northwestern State University of Louisiana | Natchitoches, LA | Expected in 05/2023

Bachelor of Arts: Sports Media Communication Natchitoches

- Relevant Coursework: Social Media Management, Audio Production, NSU TV News Bureau, Sportscasting, Beat Reporting
- 3.015 GPA

Websites, Portfolios, Profiles

- <https://www.colin-vedros-portfolio.com/>
- <https://www.youtube.com/@v3dros>
- <https://www.linkedin.com/in/colinvedros>

References

- **Alex Anderson** - KTBS 3 Sports Director - aanderson@ktbs.com - 318-861-5851
- **Jason Pugh** - Northwestern State University Assistant Athletic Director for Media Relations - pughj@nsula.edu - 318-357-6467
- **Melody Gilbert** - Northwestern State University Associate Professor - gilbertm@nsula.edu - 318-357-6176