

4609 Colony Road Unit F  
Charlotte, N.C., 28226  
Cell: 314-607-3481

**CALEB G. TROOP**  
[CalebTroop@gmail.com](mailto:CalebTroop@gmail.com)  
[www.Twitter.com/CalebTroop](http://www.Twitter.com/CalebTroop)  
[www.CalebTroop.com](http://www.CalebTroop.com)

## EXPERIENCE

### Digital

Web Producer, **WCNC-TV (NBC)**: July 2011-Pres. [www.WCNC.com](http://www.WCNC.com) **Charlotte, N.C.**

- Responsible for maintaining and growing station's website as well as all interactive and mobile platforms.
- Chair of 10-member Social Media Committee and station's representative for Belo Corp.'s Social Ops team.
- Helped train reporters/anchors how to use website's content management system and various social media outlets.
- Worked with corporate developers and co-workers to design and execute Democratic National Convention page.
- Was assigned web-based projects for events, special sections or coverage to be completed under deadline.
- In first full month, helped lead website to an all-time record for page views, unique visitors.
- Oversaw content and strategy for H.S. sports page, which saw 123% page view growth in Fall of 2011.

Social Media Coordinator, **CourtStreetCrawl.com**: March 2011-July 2011 **Athens, OH**

- Established Twitter fan base for online store that helped grow the brand and sales leads for the website.
- Hired interns and organized meetings that helped us design products and coordinate events.
- Interacted online and in person with potential customers to extend the brand.

Digital Reporter/Producer, **OhioBobcats.com**: August 2009-June 2011 [www.OhioBobcats.com](http://www.OhioBobcats.com) **Athens, OH**

- Reported and produced video packages for multiple Ohio University sports on university's website.
- Worked with coaches, production, media relations and marketing departments to create original content.
- Traveled with Ohio football and women's basketball teams across the country for two seasons each as a sidelines reporter and play-by-play broadcaster, respectively.
- Wrote, produced, edited and filmed special features on Ohio football and Ohio volleyball team.

Web Reporter/Producer, **AthensMidDay**: September 2009-April 2011 [www.AthensMidDay.com](http://www.AthensMidDay.com) **Athens, OH**

- As producer, was the creator and organizer of that day's program, which included duties such as assigning roles for classmates, leading pre-show meetings and overseeing the live broadcast from the booth—all under deadline.
- As web reporter, produced online stories and blogs that included video and photos for TV show's website.

### Television

Asst. Sports Director, **WOUB-TV**: June 2009-June 2011 [www.WOUB.org](http://www.WOUB.org) **Athens, OH**

- Assistant Sports Director (June 2010-June 2011) helping manage TV and radio departments.
- Oversaw weekly training sessions for freshman and sophomores new to the program.
- Anchored news and sports casts on station's nightly news program "Newswatch" beginning in 2009.
- Reported and produced various features for news and sports departments under deadline.
- Cross-promoted H.S. football/basketball shows and Bobcat Blitz show through all station platforms.

Reporter, **Bobcat Blitz**: Fall 2010 [www.WOUB.org](http://www.WOUB.org) **Athens, OH**

- Features reporter for weekly magazine-style show about Ohio football with head coach Frank Solich.
- Wrote, produced and edited features about several different players and team storylines—all under tight deadlines.

## EDUCATION

College **Ohio University** [www.ohio.edu](http://www.ohio.edu) **Athens, OH**  
E.W. Scripps School of Journalism, Business Administration Minor (GPA: 3.48)

**SKILLS** Microsoft Office, Google Analytics, Adobe Omniture web analytics, Cover-it-Live webcasting, Prezi, AP-style writing, Clickability CMS, Photoshop, DoApp mobile publishing, Vibes, basic HTML, Final Cut Pro, Wordpress.