

Liam J. Nee

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EXPERIENCE

NBC Sports Group, Digital Editorial Producer - NBC Olympics

Oct. 2019 – March 2022
Stamford, Conn.

- Two Olympics/Paralympics six months apart: 2020 Tokyo Summer and 2022 Beijing Winter Games
- Composed across NBCOlympics.com, Peacock, NBCS app, NBCSports.com, 200+ NBC affiliates
- Published & managed myriad of content; 14 front ends, 200+ bylines, 500+ streams, 1,200+ videos
- Researched 14 sports to maven level of expertise – track and field, cycling, snowboarding, etc.
- Established product skills coordinating metadata delivery, third-party review, upkeep, QA/QC
- Bolstered proficiency in CMS environments, acumen in SEO titling, agility in Photoshop design
- Improved mixed-zone interview tactics with Olympic hopefuls at world-class events like Millrose

TEGNA, Digital Content Producer - WCSH-TV/WLBZ-TV

Feb. 2016 – Oct. 2019
Portland, Maine

- Discovered leads, sought trending stories and broke news for state's No. 1 media company
- 1.16M+ pageviews in '18: 1st WCSH, 3rd markets 45+, 7th 24+, 43rd Tegna; ~1.45M+ '19
- Delivered dependable success in big events: two Olympics, three Super Bowls, five elections
- Generated scores of compelling graphics for digital and broadcast, enhancing company brand
- Produced & directed hundreds of live streams, advancing market-dominant weather coverage
- Instituted first-ever weekly metrics reports, detailing best of KPI to inform, inspire newsroom
- Boosted social follower counts by 188K+ in four years; content outperformed all competitors

University of Maine, Social Media Manager - Track & Field/Cross Country

Jan. 2014 – Jan. 2017
Orono, Maine

- Launched teams' first Twitter accounts and rebranded Facebook, aiding recruiting efforts
- Exceeded 360,000 organic Twitter impressions during 2014-15 indoor and outdoor seasons
- Maintained record database, orchestrated live meet coverage and designed athlete graphics

The Maine Campus, Assistant News Editor & Social Media Editor

Sept. 2010 – May 2014
Orono, Maine

- Published 140+ articles over four years, gained advanced editing and AP style prowess
- Formed interview techniques, investigative tactics; doubled site traffic using effective SEO
- Influenced student gov't through unprecedented coverage as Chief Political Correspondent

WMEB-FM 91.9, Radio Host & Producer & Sports PXP/Color

Sept. 2010 – May 2014
Orono, Maine

- Hosted and produced 125+ radio episodes through five distinct shows over four years
- Featured twice on SiriusXM's Tiësto's Club Life Radio for "umainEDM Episode 020"
- Covered 28+ live, commercial-free broadcasts of 11 different Division I varsity sports

FRONTLINE PBS, Post-Production & Digital Dual Intern

June 2013 – Aug. 2013
Boston, Mass.

- Tackled editing, social and special projects; asset tracking, footage research, client services
- Constructed Excel databases and transitioned original documentary information for digital
- Archived media, fulfilled tape-dubbing requests and observed non-linear editing sessions

SKILLS

Technical: CMS, VCMS, AP Style, HTML, Drupal, Lakana, WordPress, Photoshop, Premiere Pro, Edius, Wirecast, Excel, Sheets, Keynote, Word, PowerPoint, Slack, Teams, After Effects, Avid, FileMaker Pro, LexisNexis, PACER; Facebook, Twitter, Instagram, YouTube, Snapchat, TweetDeck, Social News Desk, trueAnthem, Hootsuite, Megaphone TV; CrowdTangle, Chartbeat, Google Analytics, Omniture; iOS, Android, Mac, PC

Functional: Attention to detail, composure under pressure, adaptability, creativity, empathy, content strategy, editorial decisiveness, research, multitasking, loyalty, conflict resolution, interpersonal, communication, critical thinking, analytical reasoning, problem-solving, process management, emotional awareness, listening, customer service, leadership, storytelling, collaboration, digital marketing, writing, organizational, investigative

EDUCATION

University of Maine, B.A., Journalism, Political Science

Aug. 2010 – May 2014
Orono, Maine

Senior Capstone – "Bangor 2020"

- Led partnership with Bangor Daily News to improve city's livability and sustainability
- Outlined project's early objectives, guided progression of classmates' segments
- Managed branding and creation of all graphic, social and web design efforts

NCAA Division I Indoor/Outdoor Track & Field – Mid-Distance

- Walk-on; 2x IC4A, 4x NEICAAA; 14 wins; 800m PR No. 7 indoor, top 25 Maine natives

HONORS/AWARDS

· 1st, 2018 Maine Association of Broadcasters' Best Social Media - Entertainment for 'Ship ME Out' · 1st, 2016 MABs' Best Social Media - News · 2016 Panelist, Maine Press Assoc. · Recipient, 2013-14 MPA Scholarship · 1st, 2013 Steve Grady Awards for News · Lambda Pi Eta · 4-time Scholar Athlete

PROJECTS/ORGANIZATIONS

Strides Amongst the Elite, Founder & Managing Editor

Sept. 2009 – Jan. 2018

- Social-based Olympics news aggregator, specializing in athletics and endurance sports

American Legion Dirigo Boys State, Head Counselor & Social Media Co-Coordinator

May 2010 – May 2015

- Co-facilitated weeklong education of Maine's political process to 300+ high school juniors

Black Bear Media Association, Founder & Social Media Director

Sept. 2013 – May 2014

- Led conception, creation of UMaine's first campus media alliance board; produced fundamental branding

Project AWARE, Former Member

Aug. 2009 – Aug. 2012

- Served as First Assistant Director on 2009 public awareness film "Influenced"