# Kenute J. Hammond

(631) 626-9848 ● kjhamm5@gmail.com

## Work Experience

### Director of Multimedia Services

St. John's University**,** *Athletics Media Relations, Queens, NY* July 2018-Present

- Lead creative producer and engineering contact for the St. John's University Television Network (SJU-TV), the Red Storm's digital-to-digital and digital-to-broadcast live and on-demand video platform.
- Manage the workflow for over 250 on-demand online and social media pieces. All content curated for multi-platform distribution (i.e Twitter, Instagram, and YouTube).
- Senior Producer of *The Red Storm Report*, St. John's college basketball show that airs linear on MSG Network and MSG+ (10 episodes annually). Increased overall year-to-date household ratings of the show within first year.
- Increased social media following by 30% across Twitter & Instagram. Top-3 videos produced responsible for over 100,000 views and 22,000 engagements.
- Instruct, develop, and mentor a class of 10-12 undergraduate students each semester on the fundamentals of live production and events. Class lessons range from producing an entire show for digital streaming to the simple, yet necessary, skill of coiling wires.
- Manage departmental budget for programming campaigns and equipment repairs/upgrades.

### CEO

Brand Nute Media LLC., *Live Production & Highlights, Various Locations* July 2018-Present

- Supervised approximately 250 live athletic events delivered via Wirecast encoding to digital networks such as ESPN3, BEDN, CaffeineTV and social platforms such as YouTube Live, Facebook Live, and Twitter Media Studio.
- Conduct interviews, shoot footage, and edit using the Adobe Suite for individual and outsourced purposes (Previous locations of work include but are not limited to: Manhattan, N.Y. Ithaca, N.Y., Stamford, CT, Providence, RI).
- Manage multiple projects and encourage team to meet daily delivery deadlines.

### Assistant Video Coordinator

Providence College**,** *Athletics Media Relations, Providence, RI* July 2016-May 2018

- Create content and report for the Providence College Athletics Division I sports teams.
- Covered collegiate events such as Frozen Fenway 2017, Women's & Men's Big East Tournament.
- Manage Facebook, Twitter, Instagram, and Snapchat accounts to engage with Friar Fans and build the Friar brand. Part of a team responsible for 3,000+ new followers and likes across social media accounts since July 2016.
- Engineer and direct live stream for Friar athletic games including hockey, soccer, field hockey, and women's volleyball.

## Skills

- Adobe Premiere, Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Final Cut Pro, Wirecast
- Cameras: Sony (XF 305, 405, 705), Canon (C100), various other cameras/equipment
- Social Media; Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok
- Scriptwriting, editing, directing, technical directing, 3Play, Xpressions GFX, Behringer Audioboards

## Alumni Experience

### Communications Chair

May 2016-Present

Ithaca College Alumni Class Council

- Serve on the board for the ensuing five years and keep the Class of 2016 informed with news and information surrounding Ithaca College with monthly emails.

## Education

**Providence College** *Providence, RI* **Master of Business Administration '18**
**Ithaca College** *Ithaca, NY* **Bachelor of Science Television-Radio '16**

## References

- Bob Driscoll, Associate Vice President/Athletic Director Providence College - rdriscol@providence.edu/401-865-2090
- Jen Rynearson, Associate Director Media Relations Providence College – jrynears@providence.edu/401-575-7370
- Steve Scheer, Senior Coordinating Producer FOX Sports – steve.scheer@foxsports.com/201-454-9662