

GABRIEL HENDERSON

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Facebook: Gabriel Henderson | Instagram: @G_Hen10 | Twitter: @G_Hen10

Experience Summary: Professional storyteller, who traded his football and cleats for a camera and microphone to elevate video production. Broadcast communications professional, with over 9 years of proficient digital media, social media and on-air experience. Deadline-driven, resilient, and team-player mindset with strong communication and interpersonal skills.

PROFESSIONAL EXPERIENCE

Creative Content Specialist | Washington Redskins
Ashburn, VA

August 2018 - Present

- On-air analyst for the Washington Redskins digital media channels.
- Use analytical tools to understand the Redskins following, desire and what content they want to see.
- Execute branded content campaigns from research to create and publish paid promotional content.
- Film, edit, and produce all video content for the Washington Redskins digital and social platforms.
- Oversee a handful of digital staff and interns to perform daily functions such as branding content to be used on the Washington Redskins digital media platforms.
- Collaborate with marketing and partnership teams to ensure quality performance for clients.

Video Production Specialist / Liberty University
Lynchburg, VA

Sept. 2015 – July 2019

- Film, edit, and produce all video content for Liberty Athletics digital and social media platforms.
- Manage and train seven video staff and interns to perform daily functions, such as filming, editing, and posting video content to Liberty Athletics social and digital platforms.
- Manage and oversee all creative processes by finalizing digital and social media production projects using all of Adobe Creative Suite.
- Coordinate and strategically plan social and digital content production for Liberty Athletics.
- Manage and produce animation and motion graphic content for Liberty Athletics video boards.

Broadcast Technician | WRAL-TV5 News
Raleigh, NC

June 2015 – Aug. 2015

- Set up, operated, disassembled, and maintained the camera equipment used to transmit radio and television programs in the news production department.
- Provided assistance to the producer and director in obtaining shots and audio mixes.
- Controlled audio equipment to manage volume levels and quality of sound during radio and television broadcasts.
- Operated teleprompter, assisted in lighting and used light meter in studio.

EDUCATION

M.A. in Sports Management (2016 – 2017)
Liberty University | Lynchburg, VA

B.S. in Broadcasting Communications

Liberty University | Lynchburg, VA (2010 – 2014)

- Minors: **Cinematic Arts** and **Sport Management**
- 4 Year Full (Football) Scholarship
- 4-Time Academic All-Conference – 3.2 GPA

ACHIEVEMENTS

Liberty University | Lynchburg, VA

- 4-time Big South Presidential Academic Honor Roll
- Achieved Dean's List in 2013 and 2014.
- 2-time All-Conference Football Selection.

TECHNICAL / BUSINESS PROFICIENCIES

- Expert with the following programs:
 - Word Processing: Microsoft Word, Excel, PowerPoint, Explorer, Publisher (Adobe Creative Suite)
 - HTML Computer Code Elements
 - Social Media: Twitter, Instagram, Pinterest, Facebook, YouTube, Tumblr, Snapchat