

CARY CORRAL

CORPORATE COMMUNICATIONS // MEDIA RELATIONS // DIGITAL CONTENT PRODUCER

// ABOUT ME

Accomplished Media Professional with proven ability in managing multiple projects under intense pressure, stringent deadlines, and a constantly evolving environment.

I help businesses with corporate communications through visual storytelling and strategic marketing to build strong brands in order to stand out in a busy market.

Ability to produce engaging content to connect with target audiences in a variety of media formats – print, web, TV.



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Houston, TX

// PROFESSIONAL EXPERIENCE

2016 – 2017

IRG Studios / Zone 3 Creative

VIDEO PRODUCTION & LIVE EVENTS

- Manage all elements of productions from concept to visualization (deadlines, crew, gear, logistics, scheduling, etc) and communicate effectively to ensure a seamless shoot
- Manage client relations and be proactive of any deviation from original scope of project that may impact budget or timelines
- Conduct interviews, direct on-screen talent, prepare scripts, secure locations, and obtain releases/permits per project

2015 – 2016

SFile Technology / Shield Defense

PUBLIC RELATIONS & MARKETING

- Create, develop, and oversee company's marketing strategy including company re-branding (new logo, website launch, and enhanced social media presence)
- Consult with data scientists, analysts, and engineers to develop marketing material in line with new technological offerings
- Create and draft proposals, manuals, brochures and various presentations about Big Data and machine learning

2014– 2015

SGV International

MARKETING & TECHNICAL WRITING

- Draft, revise, and edit existing programs, manuals, and procedures with clear and concise language while ensuring company branding remains consistent across all platforms
- Work closely with management to create contracts and proposals under demanding deadlines and specific client requirements
- Give monthly presentations and collaborate with peers to develop intranet for maximum efficiency and communication

// EDUCATION

Bachelor of Arts, *Cum Laude Graduate*
Mass Communications: Journalism
University of Houston

// SKILLS

Microsoft Office

Photoshop

InDesign

Premiere

Final Cut Pro

PageMaker

Beginner Proficient

Expert Master

// LANGUAGES

English

★★★★★

Spanish

★★★★★

2011– 2014 CBS, NBC, FOX, the History Channel, Investigation Discovery, AMC, MTV, CMT, the Food Network and more

TELEVISION & VIDEO PRODUCTION

- Work with a diverse range of media outlets to produce various productions and live events for broadcast
- Coordinate logistics and shooting schedules for talent and crew
- Assist press with technical requirements needed to ensure seamless production
- Build and manage relationships with vendors and negotiate trade-outs as necessary
- Create and maintain comprehensive project documentation for legal department (talent releases and/or music licenses)
- Produce, shoot, and edit promotional videos for a variety of companies and organizations

WRITING & EDITING

- Pitch, research, and write articles for publication for a variety of media (print and web)
- Conduct interviews and gather information to develop in-depth features
- Edit work of contributing writers, websites, print-based materials, and multimedia projects
- Ensure all writing is consistent with the overall tone and voice of respective company

SOCIAL MEDIA

- Drive conversations, build relationships and inspire community members to take action
- Sustain growth and engagement by posting relevant articles, offering online-only deals for fans/followers, and encourage dialogue in order to build strong, interactive communities
- Analyze short and long term trends to determine which content drives the most feedback according to audience demographics and online presence

2007– 2011 KHOU-TV
PRODUCER

- Consistently produce a cohesive and compelling newscast with stories that are relevant, informative, and of maximum human interest
- Incorporate digital platforms into newscast and effectively pace flow of show with graphics and soundbytes
- Pitch story ideas, delegate field crew assignments, and coordinate guest appearances
- Analyze TV ratings to maximize strengths and distinguish product from the competition to increase viewership
- Assist with other shows and special programming – election coverage, severe weather, sports, and more

// NOTABLE CREDITS

Contributing member of the following Lone Star Emmy Awards for KHOU-TV:

- 11 News This Morning, 2010
- Station Excellence, 2010
- Team Coverage: 15 Minutes of Ike, 2009
- Station Excellence, 2008
- News Excellence, 2007

// VOLUNTEER

HOUSTON MUSEUM OF NATURAL SCIENCE
Catalysts Steering Committee

- ★Science
- ★Technology
- ★Event Planning

HOUSTON AREA WOMEN’S CENTER
Community Representative

- ★Community
- ★Outreach

ROCK 4 RECOVERY
Music Therapy Program Volunteer

- ★Music
- ★Recovery
- ★Military
- ★Wounded Veterans

HOUSTON CITIZEN’S POLICE ACADEMY
Alumni, Class #42

- ★Law Enforcement
- ★ Civic Duty

TEXAS CHILDREN’S HOSPITAL
Radio Lollipop Volunteer

- ★Healthcare
- ★Social Responsibility

For a comprehensive list of productions, writing samples and more, please visit me at www.cary.corral.com