

Mark Bergin

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Work Experience

Observer Media Group

March 2020-Present

Reporter

Sarasota, Florida

- Report stories about the town of Longboat Key and people throughout the Sarasota area
- Pitch stories, conduct research, interview sources, take photos and perform reporting duties
- Write stories for print and online publication about the government, community development, local issues and coronavirus-related matters
- Read news releases, conduct research, attend events and copy edit

Bleav Podcast Network (Freelance)

October 2019-Present

Podcast Host, Executive Producer

Remote

- Research, write and produce the “Bleav in Steelers” podcast with Ike Taylor, a two-time Super Bowl champion and 12-year veteran of the Pittsburgh Steelers
- Provide insights and perspective on NFL topics, including player performance and analysis
- Book and interview guests, including Hall of Famers, players, analysts and announcers
- Create social media-first videos to encourage listeners to listen to the full show
- Record and edit the podcast in Adobe Audition before posting it online

Browns Nation (Freelance)

November 2019-Present

Podcast Host, Executive Producer and Contributing Writer

Remote

- Host and produce a weekly Cleveland Browns postgame podcast
- Book and interview guests, including players, analysts and podcasters
- Pitch, research, write and report stories on the Cleveland Browns
- Reported stories on team performance, game analysis and off-the-field news

WTSP 10News (CBS affiliate)

May 2017-August 2019

Senior Digital Producer

Tampa/St. Petersburg, Florida

- Researched and wrote web stories on breaking news, local news, politics and sports
- Helped manage five-person digital team to accomplish editorial objectives and goals
- Posted to social media, wrote newsletter, sent push alerts, copy edited and set live streams
- Collaborated with reporters and digital staff to improve online and social media coverage

WBIR 10News (NBC affiliate)

June 2015-April 2017

Digital Producer

Knoxville, Tennessee

- Researched and wrote web stories on breaking news, local news, politics and sports
- Developed, planned and executed major event coverage, including the 2016 presidential election, the Summer Olympics, East Tennessee wildfire and University of Tennessee athletics
- Created social media-first videos, copy edited stories, and made interactive digital content
- Collaborated with reporters and digital staff to improve online and social media coverage

Skills

- **Writing:** AP style, ENPS, CMS, HTML, iNews and SEO
- **Editing Software:** Adobe After Effects, Adobe Audition, Adobe Photoshop, Adobe Premiere, Avid Newscutter XP, Edius, Final Cut Pro X, ProTools
- **Social Media:** Facebook, Instagram, OTT, Reddit, Snapchat, TweetDeck, Twitter, YouTube
- **Analytics:** Chartbeat, CrowdTangle, Dataminr, Google Analytics, Shareablee

Education

University of Missouri—Missouri School of Journalism

Major: Bachelor of Journalism in Radio-Television Production