



# Kyle Cannillo

SOCIAL MEDIA DIRECTOR AND PRODUCER

## PROFILE

Experienced social media director and producer seeking a full-time media position with:

- 7+ years video editing and graphic design experience.
- Strong writing, editing, and social media skills.
- Ability to work in teams and independently to meet deadlines.

## SOCIAL MEDIA/PRODUCTION

### Showtime Sports Digital/Social Media, ViacomCBS, New York City

JUNE 2021 – PRESENT

- Distributing, editing, and posting social content for Showtime brands including Showtime Boxing, All The Smoke, Morning Kombat, and ShoBasketball.
- Graphic design and video production for Showtime Sports' media channels including Instagram, Twitter, Facebook, Youtube, Snapchat, and Tik Tok.
- Use analytics to create weekly reports for Showtime Sports digital content to help the team identify trends and improve digital strategies across all platforms.

### Penn State CommRadio, Social Media Director and Broadcaster, University Park, PA

AUGUST 2018 – PRESENT

- In charge of promoting live broadcasts, articles, podcasts, and advertising.
- Creating graphics and style guides that aim to give CommRadio's social platforms a distinct look, feel, and tone.
- Live PXP radio broadcasting for Penn State Football, Hockey & Basketball.

### Bryce Salvador/MSG Networks Freelance Graphic Designer

OCTOBER 2021 – PRESENT

- Graphic design for both Bryce Salvador's and MSG Networks' social media channels covering the New Jersey Devils.
- Showing a unique angle to hockey coverage by providing content driven by data and analytics.
- Additional experience working with the broadcast team, and with those in the production truck.
- An interactive, well-rounded internship experience.

### Penn State Athletics and BTN Plus Live Video Production Assistant, University Park, PA

AUGUST 2018 – PRESENT

- Works with Penn State Athletics production department in camera and control room operations.
- Produced multi-camera live streams for BTN.com, GoPSUsports.com, and StudentU events re-airing on the Big Ten Network.
- Positions: Director, Technical Director, Camera Operator, Replay Operator, Utility Operations, Graphics Operator, Clip Playback, and Audio Technician
- High-pressure, fast-paced environment.

## EDUCATION

### The Pennsylvania State University - Donald P. Bellisario College of Communications, University Park, PA

AUGUST 2018 – PRESENT

- Bachelor of Arts Broadcast Journalism
- Minor: Digital Media Trends and Analytics (DMTA)
- GPA 3.8/Dean's List

## CONTACT

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Asbury, NJ, 08802  
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## LINKS

[Website and Portfolio](#)

## SKILLS &

## ACCOMPLISHMENTS

Social Media  
Adobe Photoshop  
Adobe Premiere Pro  
Ability to Work Under Pressure  
Leadership and Teamwork  
Film Production  
Play By Play  
Directing  
Public Speaking  
Eagle Scout  
Nittanyville Public Relations  
Director - 2019 Student Section  
of the Year.