



PROFILE

Experienced broadcast professional with over 8 years in sports media production, live broadcasts and video post-production. Skilled in delivering captivating sports content, with expertise across various platforms. Seeking to leverage my skills in post-production coordination for non-fiction sports content to contribute to the sports broadcasting industry.

CONTACT



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Los Angeles

BROADCASTING AWARDS

2018-2019 IBS College Radio Awards

Winner – Best Sports Play-by-Play: Football (Wisconsin football broadcast)

Finalist – Best Sports Play-by-Play: Hockey (Wisconsin women's hockey broadcast)

2018-2019 WBA Awards

2nd place – Sports Play-by-Play: Radio (Wisconsin women's hockey broadcast)

3rd place – Sports Play-by-Play: Radio (Wisconsin football broadcast)

EDUCATION

University of Wisconsin-Madison

Communications BA – 2019

Journalism BA – 2019

References:

References available upon request

CARTER THOMSON

WORK EXPERIENCE

NFL Network – Associate Producer (Promoted from PA): Aug. 2023 – Present

- Produce specific segments for live TV by collaborating with on-air talent to ensure segments display the stories they are trying to tell visually and graphically (produced XO segments, telestrator, etc.)
- Promoted from Production Assistant role, while still maintaining a focus on creating and editing content for live network shows with more freedom and expectations
- Coach and guide the team through the process of finalizing NFL matchup highlights with creative solutions to ensure alignment with the desired outcomes

NFL Network – Highlights Producer: July 2019 – Present

- Research, watch, edit and produce highlights of NFL matchups by displaying the storyline that represents the outcome of the game(s) - 120 regular season games, 16 playoff games, 2 college bowls, 2 Super Bowls

NFL Network – Production Assistant: July 2019 – August 2023

- Work with producers to create content for live network shows in a fast-paced news environment under hard deadlines on a daily basis - (topical music videos, sound bites, pre-recorded interviews, etc.)
- Efficiently and promptly, recorded and analyzed statistics (40-yd dash, vertical & broad jump, etc.) at the NFL Combine for NFL Network's live television broadcast

Podcast Host – “The Final Final” (Spotify & Apple Podcasts): Mar. 2020 – Present

- Record and edit a self-owned podcast with Adobe Audition focusing on a variety of current sports topic
- Host and produce episodes to keep up w/broadcasting trends and my craft

WSUM Radio – Sports Broadcaster & Radio Host: Jan. 2017 – Aug. 2019

- Play-by-play broadcasting of live sporting events for WSUM Sports over live radio & internet broadcast of UW Athletics including: football, men's/women's basketball, volleyball, hockey and soccer.
- Hosted and produced radio show called *The Final Final* on 91.7 FM Madison every Thursday from 5-6 p.m.
- Prepared authentic, topical content to contribute my own original viewpoints on newsworthy sports topics

WSUM Radio – Sports Director: Aug. 2018 – Aug 2019

- Directed all sports department radio shows and live UW Athletic sports broadcasting events for WSUM resulting in more broadcast participation for the radio station across all Badger sports
- Engaged with the University to build relationships between WSUM and UW Athletics to broadcast all home Badger games along with travel events - (Road Games, Press, Big Ten Tourn., Big Ten Champ., Bowl Games, etc.)
- Grew the student radio station with WSUM executive team by helping start podcasting at the station

BTN Student U – TV Play-by-Play Broadcaster: Jan. 2018 – Jan. 2019

- Play-by-play TV broadcasting of UW Athletic sporting events for live internet audience

Professional Skills

- **Production Skills:** Post-Production Coordination, Content Review, Workflow Optimization, Quality Control, Project Management
- **Field-Related Skills:** Sports Terminology, Broadcasting Standards, Non-Fiction & Creative Storytelling
- **Technical Skills:** Work with Adobe Audition & Premiere, Slack, ENPS
- **Interpersonal Skills:** Team Collaboration, Effective Communicator, Multitasking, Time Management & Meeting Deadlines