

# Lawrence Kaskon

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## Education

### East Carolina University – Greenville, NC 2018

- Bachelor of Science: Communication  
Concentration: Interpersonal/Organizational Communication  
East Carolina University – Greenville, NC

## Relevant Work History

### NBCUniversal - Charlotte, NC – Producer

02/2019 - Present

- Responsible for editing online video, as well as leading the production of highlights, sound, and clips from games
- Have written and edited over 300 scripts and highlight packages (Including NFL, NBA, NCAA, MLB, NHL, NASCAR, PGA, etc.)
- Edit and publish segments/packages for [www.nbcnewschannel.com](http://www.nbcnewschannel.com)
- Work to create unique video clips and highlights for the web under tight deadlines

### East Carolina University – Greenville, NC – Radio Personality

01/2016 to 05/2018

- Founded, developed, and hosted an afternoon talk show, 'Under Further Review', to advance conversations about sports, pop culture, and hot topics that follow
- Managed, created content, and scheduled posts for the WZMB 91.3 social media accounts
- Three years of producing three live talk shows, two seasons of football and women's basketball games, monthly remote/events, and videos for social media

## Accomplishments

- Created multiple packages that were featured on NBC and NBC Sports
- Created and developed original radio programming at WZMB 91.3 and ESPN730
- Managed and created content for the ESPN '730TheGame' Twitter account
- Published 100+ articles to the ESPN Charlotte website, including editing pre-recorded interviews
- Called play-by-play for ECU Women's Basketball
- Produced multiple live sporting events at ECU

## Professional Summary

Bachelor of Science in Communications, with a concentration in Interpersonal Communication. Aiming for a future in Digital Content and Marketing. Poised and confident with a strong speaking voice and a talent for salesmanship.

## Skills

- Social Media Management/Marketing
- On-Air TV & radio experience
- Proficient in Media Central and Interplay Assist
- Advanced Adobe Photoshop/Premiere Pro skills
- Production experience (audio and video)
- Deadline-driven
- People management skills
- Web Design (WordPress)
- Writing/editing skills
- Strong communication & organizational skills