

CHRIS LABADY

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PROSPECTIVE ROLE

Charismatic professional, growing audiences and engagement by designing digital marketing initiatives, analyzing music and sports trends, and collaborating with cross-functional teams. Lead creative direction and production, control project budgets, and produce live/taped programs. Proactive and versatile leader, adept at managing direction and production to increase views on social media platforms. Skilled at utilizing industry foresight and expertise to attract headlines.

Core Competencies

Content Producing | Directing | Talent Management | Strategic Planning | Podcaster/Host | Content Strategy
Networking | Production | Branding | Relationship Building | Brand Partnerships | Client & Vendor Management | Marketing
Project Management | Social Media Management | Program Scheduling | Brainstorming | Cross-functional Collaboration
Adobe (Audition, Premiere) | Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams) | Audio/Video editing

PROFESSIONAL EXPERIENCE

MALKA MEDIA | Jersey City, NJ

Digital Content Producer

08/2021 – Present

Manage creative direction during pre- and postproduction for podcasts and covered trending topics within sports, music, and entertainment for clients such as The Crew Has It, Showtime Basketball's All the Smoke, KG Certified, and Hotboxin' with Mike Tyson. Control budget ranging from \$10,000-\$50,000 for each digital project and present financial findings to leadership.

- Achieved +1M viewer streams by developing digital initiatives to elevating audience following and online engagement. (70-100 episodes with The Crew Has It, 30 plus episodes with Hotboxin, 5 episodes with All the Smoke 100 plus episodes with The Last Stand with Brian Custer)
- Attained 99% on time rate by collaborating with marketing team and producers to complete all phases of client projects and direct expectations and deliverables.
- Boosted viewership 35% and social media exposure 55% by framing questions to draw headlines. (The Last Stand)

SIRIUS XM | New York, NY

Associate Producer

03/2018 – 08/2021

Produced live and taped programs and edited audio for on-air use for NBA Radio, Barstool Sports Radio, Hip Hop Nation, and other satellite channels. Analyzed music and sports trends via social media and pitched content ideas to senior management weekly.

- Booked 5-6 shows/month by networking with producers and managers with sport/music industries and utilizing social media platforms.
- Increased audience engagement 35% by creating promotional content via compiling show highlights in partnership with producers and talent directors.

Promotions Assistant

08/2016 – 03/2018

Coordinated and executed live events with representatives across various channels, including Shade 45, Pandora, NBA Radio, Hip Hop Nation, and Entertainment Radio. Managed on-site event logistics and coordinated all event activities, including setup and breakdown.

- Generated interest and improved audience engagement Ranging from 10K plus fans on social media platforms by designing marketing campaigns for each event. (Gunz N Roses at the Apollo, Ed Sherran at Webster Hall)
 - Enhanced user experience and satisfaction by liaising between subscribers and internal teams.
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EDUCATION

ST. JOSEPH'S COLLEGE | New York, NY

Bachelor of Science in Business Administration