

PAIGE BRESKY
Multimedia Specialist & Content Creator
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Demo Reel:

<https://www.youtube.com/watch?v=iPCYixHXaYc>

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A little about myself:

- I majored in Broadcast Journalism and graduated from the S.I. Newhouse School of Public Communications at Syracuse University in 2010.
- Since then, I have experience working in multiple industries, resulting in my current title as a "**Multimedia Specialist**".
- Before and after college, I worked on garnering an understanding of **production**, working behind the scenes for shows like "American Idol," "The X Factor," "America's Got Talent," "The Real Housewives of NJ," "Good Day NY," MTV's "True Life", et al.
- After graduating, I was immediately employed by WPEC, the CBS affiliate in West Palm Beach as a **Weekday Web Producer and Weekend Assignment Desk Editor** for a year.
- This parlayed into some **on-camera reporting/hosting** opportunities for local cable shows including: "Eye on South Florida," "VIP-TV," "TravelHost Magazine," "The Beach Channel," and "USSSA Sports," which I really enjoyed and excelled at. Currently, I am one of four hosts of a culinary review show on The CW, called "Dining Divas".
- To supplement my income for these freelance jobs, I obtained a position in **marketing & ad sales** with the Miami New Times newspaper and their digital ad agency. There, I sell print and digital ads, event sponsorships, social media management, SEO, programmatic advertising, etc. giving me great insight into the business side of media.
- I also worked as the Director of Business Development for a **Public Relations** firm in Florida, acquiring new clients, writing press releases, pitching media, organizing events, etc....and still independently buy media or write/distribute releases for a handful of clients.
- This well-rounded background has allowed me to cultivate a thorough understanding of all aspects of media. Through it all, my passion for storytelling remains unabated. Whether I am doing so on-air, social media, hard copy or on the web, I am considered to be a sound communicator, knowledgeable in the all the different approaches and technologies available to effectively deliver a message to a target audience.