

# MARCUS THATCHER

## DIGITAL MEDIA SPECIALIST

### ABOUT ME

I have years of experience in media & creative design, working primarily with various athletic teams and organizations. My passion is coming up with creative ways to tell stories, and promote teams and athletes by producing graphics, videos & other digital media content that fans and consumers can engage with on various platforms.

### JOB EXPERIENCE

#### ASSISTANT COMMISSIONER OF EXTERNAL RELATIONS

GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE (GLIAC) / 2019- Present

- Sport oversight over Women's Soccer, Track & Field, and Golf
- Coordinated media coverage of the Conference Championship events with host SID's and maintained digital archives.
- Maintained results, standings, recaps, statistics on the GLIAC website
- Oversaw the administration of the conference awards program
- Assist with the creation of league schedules
- Maintained, updated and modified social media accounts

#### VIDEO COORDINATOR / TRACK & FIELD SID - GRADUATE ASSISTANT WAGNER COLLEGE / 2017-2019

- Lead media contact for the Men's and Women's Cross Country & Track & Field programs
- Produced and directed a multi-camera broadcast for home athletic events
- Public Address Announcer for all home Wagner Track and Field meets at Ocean Breeze Athletic Complex
- Produced, directed, shot, edited a weekly sponsored coach's show with the head football coach
- Created engaging and informative digital content for all social media accounts

#### EXTERNAL COMMUNICATIONS/ SPORTS MEDIA INTERN

GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE (GLIAC) / 2015-2017

- Used various motion picture cameras to document & create highlight packages for GLIAC Championships
- Created engaging and informative digital content for all social media accounts
- Assisted in coordinating Player of the Week Awards
- Maintained media archive for all GLIAC Championships
- Was lead sports contact for women's Lacrosse and was secondary contact for Women's Tennis, and Men's & women's Swim and Dive

#### VIDEO PRODUCTION ASSISTANT

GREAT LAKES LOONS / 2014-2016

- Used various motion picture cameras to live record games and on-field promos
- Captured and edited highlights to distribute to local media outlets
- Directed a live four-camera web streamed broadcast
- Assisted with the ESPN 100.09 live pregame radio show "On Deck Circle"
- Assisted in the creation of animated videoboard graphics

#### VIDEO BOARD OPERATOR/DIGITAL MEDIA COORDINATOR SAGINAW VALLEY ST. UNIVERSITY / 2014-2015

- Filmed, produced, & edited promotional videos for the Athletic Department
- Arena game director for home football games
- Operated Daktronics video-board for all home football games & track meets
- Ran a two camera Finishlynx timing system for multiple NCAA track & field meets
- Promoted athletic events and fundraisers through various social media accounts



### CONTACT



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### SKILLS

Video Production

Photography

Graphic Design

### SOFTWARE

\*ADOBE SUITE

\*AVID

\*FINAL CUT PRO

\*DAKTRONICS - VENUS 1500, CONTENT STUDIO

\*NEVCO - DISPLAY/CONTENT STUDIO

\*WINGWARP - INSTANT REPLAY & GRAPHICS

SLINGSTUDIO - LIVE STREAM

### EDUCATION

**M.B.A - MARKETING**  
Wagner College  
2017-2019

**BA COMMUNICATIONS  
MINOR - MARKETING**  
Saginaw Valley State University  
2009-2013