

JOSEPH BINDER

CONTENT CREATOR

CONTACT INFO

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EDUCATION

B.A. in Visual and Sound Media
Minor in Sports Media

Seton Hall University | 2016-2020

EXPERTISE

- Creativity
- Video Production
- Communication Skills
- Time Management
- Collaboration
- Organization Skills
- Adobe Creative Suite
- Microsoft Office
- Twitter
- Facebook
- Instagram
- Tik Tok
- YouTube

PROFILE

Creative individual with over three years of experience in the digital sports media industry. Specialized in content ideation, execution using the Adobe Creative Suite, and distribution of multimedia on prominent social media channels. Thorough knowledge of baseball culture along with strong organizational skills, ability to meet tight deadlines in a fast-paced environment, and versatility to collaborate with multiple stakeholders.

EMPLOYMENT HISTORY

Assistant Director for Athletics Content Solutions

University of Houston | Oct. 2020 - Present

Houston, TX

- Provide content creation services using various forms of multimedia over multiple platforms for University of Houston Athletics.
- Plan, produce, record, edit, write, and create content for digital channels, in-venue video boards, and social media platforms (Facebook, Instagram, Twitter, and YouTube).
- Collaborate with the Communications and Marketing teams to develop and execute content strategies for the department's various sports programs.
- Capture and edit pregame, in-game, and postgame content for time sensitive distribution on team-related social media platforms.

Founder and Owner

Sox On 35th | Dec. 2016 - Present

Media Entity

- Lead a team of over twenty contributors including writers, graphics designers, and photographers to produce digital and written content for social media platforms (Facebook, Instagram, Twitter, and YouTube), and website related to the Chicago White Sox.
- Oversee all aspects of the organization's digital content across multiple social media platforms containing over 60,000 combined followers.
- Interface with other fan-based websites for content collaborations and manage partnerships with other entities such as Guaranteed Rate, STN Video, USA Today, and BreakingT.

Student Producer and Content Creator

Seton Hall University Athletics | Aug. 2016 – Mar. 2020

South Orange, NJ

- Produced, directed, and led a production team using Rush Media Company's RMD Digital Van to stream live Seton Hall University athletic events online.
- Operated the Blackmagic ATEM 2 ME Switcher, NewTek 3Play System, graphics package, cameras, and clipped highlights using Snappy TV and Wildmoka.
- Served as a videographer for the nationally ranked men's basketball program and other sports teams.
- Captured and edited photos, videos, and motion graphics for output on various Seton Hall Athletics social media platforms (Facebook, Instagram, Twitter, and YouTube) using the Adobe Creative Suite.

Freelance Content Creator

BIG EAST Conference | Oct. 2019 – Mar. 2020

New York, NY

- Compiled team and player highlight packages from television broadcasts for use as part of taped segments and various BIG EAST produced live shows.
- Edited BIG EAST original feature pieces for air on national television networks and the conference's live shows and social media platforms (Facebook, Instagram, Twitter, and YouTube).
- Served as a videographer at the conference's sporting events to capture and produce pregame, in-game, and postgame content for distribution on BIG EAST social media platforms.