

836 East High Street
Bellefonte, PA 16823
724-396-0338
wjh147@psu.edu

William Hallman

EXPERIENCE

WPSU – Penn State, University Park, PA – Producer/Director

October 2015 – PRESENT

- Work directly with non-profit and university clients to develop branded content and deliver projects with focused marketing and public relations goals, as a member of WPSU's Creative Services team.
- Build and maintain strong relationships with new and existing clients to ensure all professional needs are met. Specific duties include:
 - Budgeting
 - Producing field, studio and live productions
 - Providing professional consultation for clients who need assistance developing a comprehensive digital branding strategy
- Serve as producer for several high-profile clients including The Office of the President at Penn State and the The National Autism Conference, WPSU's most complex live webstream.
- Supervise field production crews and multi-camera shoots. Ensure the correct equipment and personnel are in place to execute high quality and cost effective projects.
- Won an Emmy Award for production of scripted, science-based educational programming.
- Skilled post-production professional with extensive writing experience and familiarity with non-linear editing.

The Weather Channel, Atlanta, GA – Producer

March 2014 – October 2015

- Helped launch and produce the network's new nationally televised morning show
- Oversaw a team of up to 12 editors, writers and producers. Helped train and coach junior co-workers
- Worked with on-air meteorologists to help them deliver impactful and accurate information to viewers
- Helped increase the educational value of visual products by working with graphic designers to develop unique storytelling elements
- Led a television control room crew during high stress live broadcasts.
- Planned and helped produce up to 4 remote live shots per show, per day
- Helped shape the show's on air and social media branding

WSVN, Miami, FL – Producer

June 2012 – March 2014

- Produced South Florida's most watched nightly newscast
- Served as lead producer and writer for breaking news and national events including Democratic and Republican National Conventions, elections and debates
- Used the highest journalistic standards while interviewing politicians and policy makers in the most diverse region of a crucial electoral swing state

WBBH, Fort Myers, FL – Producer

March 2010 – May 2012

WTAJ, Altoona, PA – Producer

February 2007 – February 2010

EDUCATION

Penn State, University Park, PA – *BA in Telecommunications*