

# TIM LEWIS

Seattle, WA • 206-321-1180 • lewistj21@gmail.com

## CAREER FOCUS: COMMUNICATION / MARKETING / MANAGEMENT

*A talented storyteller, writer, and communicator who can lead team members to outstanding results.*

**Over 13 years of communication experience that includes former Sports Director position. Background in developing communication and content for live broadcasts as well as company websites. Polished public speaker with excellent on-camera presence. Track record of success in contributing well-researched, appealing, and relevant content to award-winning organizations.**

### Overview:

- > Excels in meeting extremely strict timelines, including multiple deadlines in a day and several in an hour
- > Highly skilled in training, coaching, and leading team members to meet/exceed top-priority goals
- > Proven success in optimizing use of analytics and social media: Facebook, Twitter, YouTube, Instagram, Google+

### Core Competencies:

- Communication Strategies
- Building a Positive Company Image
- Branding & Messaging Solutions
- Strong Audience Engagement
- Internal Communication/Messaging
- Team Leadership & Motivation
- Positive Media Placement
- High-Impact Social Media Initiatives
- Diplomatic Communication

### Affiliations & Activities:

Master of Ceremonies – Big Brothers Big Sisters Bowl for Kids’ Sake, American Red Cross Hometown Heroes, multiple other events • Major Sporting Event Coverage – Super Bowl XLIX, NCAA Tournament, College Bowl Games • Member, National Academy of Television Arts & Sciences • Founder/Blogger – SeattleBloggers.com

## PROFESSIONAL EXPERIENCE

### Content Producer – 4<sup>th</sup> Avenue Media – Mercer Island, WA – 2017

Sole storyteller and content producer for more than 20 clients, including HomeStreet Bank, Proliance Orthopaedics & Sports Medicine, and Bellevue LifeSpring. Create feature, product demo, and promotional videos for use on websites, social media and television. Interview clients, customers and political candidates to tell captivating stories. Manage and generate social media content for five companies. Write blog posts, website and newsletter copy, press releases, case studies, executive briefs and more.

- **Created a compelling video that helped TRICO Contracting, Inc. secure a \$25 million bid** to build the new Skagit Valley Family YMCA.
- **Partnered with HomeStreet Bank to generate multiple videos** focused on their sponsorship of Seafair and the U1 Miss HomeStreet hydroplane.
- **Wrote a blog post for Global Diving & Salvage, Inc. that organically reached 12,500 people on Facebook**, garnered more than 100 new page likes in 24 hours, and increased website traffic by 2,000 sessions.

### Sports Anchor / Sports Reporter – KOMO-TV – Seattle, WA – 2012-2016

Managed all aspects of producing, writing, and anchoring live sportscasts. Wrote, edited, and published SEO-driven content for KOMONews.com. Worked under extremely high-pressure situations, reacting to breaking news at a moment’s notice and reaching multiple deadlines every night (including several deadlines in a single hour). Created engaging content for social media accounts, including Twitter and Facebook.

- **Played key role in the station’s nightly Super Bowl XLIX coverage.** Attended practices, interviewed players, and reported live from the field, including at University of Phoenix Stadium.
  - > Produced original content for KOMONews.com, managed @KOMO4Sports Twitter account, and arranged special features surrounding the Seahawks.

- continued -

- Served as one of the primary faces of the station during the nightly newscasts and a member of the team recognized for outstanding Super Bowl XLIX coverage.
- **Launched and managed the station's @KOMO4Sports Twitter account, w/ ~5,700 followers;** additionally, ran personal Twitter account @LewisSports with more than 10,100 followers (first created with KREM).
  - Developed process of posting high-quality video on Facebook and Twitter that was subsequently adopted by the primary KOMO social media accounts.
- **Provided written content and video input to the award-winning KOMONews.com site** (2014 Edward R. Murrow Award for Best Website), the leading news website in Seattle with millions of views each month.
  - Additionally, contributed to the KOMO station which won a 2013 Emmy for Station Excellence and a 2013 Edward R. Murrow Award for Overall Excellence.
- **Built and maintained positive relationships with sports organizations and its players,** including the Seattle Seahawks, Seattle Mariners, and the University of Washington Huskies.

**Sports Director** – KREM-TV – Spokane, WA – 2009-2012

**Sports Anchor / Sports Reporter** – KREM-TV – Spokane, WA – 2006-2008

As sports director, oversaw all aspects of the KREM 2 Sports department, including web producers, photographers, and reporters covering Spokane-area sports. Anchored multiple nightly weekday sportscasts. Built community contact and engagement through Facebook, Twitter, and other social media outlets. As sports anchor/reporter, shot, wrote, edited, and presented stories for live daily newscasts. Produced and published original stories and videos for the station's website. Filled in as a News Reporter as needed for breaking news.

- **Contributed original written and video content to an award-winning KREM.com site** (2009 & 2010 Edward R. Murrow Award for Best Website) and broadcasts (2009 & 2012 Regional Edward R. Murrow Awards for Overall Excellence, 2009 & 2012 Regional Edward R. Murrow Awards for Best Newscast).
- **Created and managed the @KREM2Sports Twitter account,** along with launching the @LewisSports Twitter account (currently at ~10,100 followers), Tim Lewis Facebook page (~3,600 likes), and the Tim Lewis Sports YouTube channel (~1,500 subscribers).
- **Maintained active involvement in the community,** including Master of Ceremonies for charity events such as Big Brothers Big Sisters Bowl for Kids' Sake and American Red Cross Hometown Heroes.
- **Assisted in organizing the annual team coverage of Hoopfest in Spokane,** the largest 3-on-3 basketball tournament in the world. Additionally, led coverage of the following:
  - Gonzaga University men's basketball team in the NCAA Tournament
  - Washington State men's basketball team in the NCAA Tournament
  - Eastern Washington University football team as they won the FCS National Championship in TX
  - University of Idaho football team as they won the Humanitarian Bowl in Boise

**Sports Anchor / Sports Reporter** – KIMA-TV – Yakima, WA – 2004-2006

Performed multiple live reports for daily shows, covering breaking news as it occurred. Shot, wrote, edited, and presented stories for live daily newscasts.

**News Reporter** – KEPR-TV – Pasco, WA – 2003-2004

Served as a television news reporter while producing daily news for KEPRTV.com and KIMATV.com, frequently working as a one-man-band reporter.

## EDUCATION

**BA in Communication** – Edward R. Murrow College of Communication – Washington State University, 2003