

PATRICK MALOWSKI

MULTIMEDIA STORYTELLER

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 patrickmalowski.com

HIGHLIGHTS

- **3x National School Public Relations Association Digital Media Excellence Awards Winner**
- **Played key role in Capital Region BOCES launching Digital Content Strategy & Support Service**
- **2x NYS School Public Relations Association Award Winner**
- **Lead role in digital rebranding for Albany area school district**

COMMUNICATIONS EXPERIENCE

Digital Content Specialist

Capital Region BOCES Communications Service *March 2020 - Present*

- Create compelling social content that connects communities to school districts and echoes district values
- Grew client Instagram followers by around 20% in consecutive years
- Website and content management optimizing for end-user
- Develop strategy for digital channels based on insights and metrics
- Video storytelling (concept, production, optimize for specific channels)
- Monitor social media channels and interact with audience
- Member of Research and Policy Team
- Facilitate logo redesign and host focus groups with communities
- Collaborate with team in hybrid work environment

Multimedia Content Specialist

Atticus Finch, Herkimer, NY *May 2010 - Present*

- Create videos, graphics to promote band events
- Manage Facebook, Instagram and Twitter pages
- Booked multiple tours and self-promotion of albums
- Effective use of Meta analytics, social media ads

Anchor/Reporter/Producer

WWNY 7 News Gray Television, Watertown, NY *May 2014 - July 2019*

- Produced, edited and anchored 4 newscasts, reported 2 days a week
- Supervised weekend newsroom and managed web page
- Enterprised creative and investigative local stories
- Trained new hires how to edit, report and use MMJ ENG equipment
- 2x NYS Associated Press Association Award winner

EDUCATION

SUNY Oswego

B.A. Broadcasting and Mass Communications

Herkimer College

A.A.S.- Radio-Television Broadcasting

SKILLSETS

- Videographer/Editor
- Motion/Graphic Design
- Social Media Manager
- On Screen Talent
- Team Player/Leader
- CMS/Web Writing
- Accessibility
- Problem Solver
- Live Production
- Public Relations
- Marketing

SOFTWARE

<u>Adobe CC</u>	<u>Other</u>
Premiere	Canva
Photoshop	Wordpress
After Effects	Logic Pro
InDesign	Sprout Social
Audition	Mailchimp
Lightroom	OBS
Illustrator	SiteImprove
Acrobat Pro	Office Suite
Google Analytics	

CAMERAS

Experience with full-size, camcorders, Mirrorless & DSLRs

OTHER INTERESTS

- Write/Record Music
- Government & Education
- Running/Biking
- Technology
- Video Games