

Lynn Meikle

12408 14 Mile Road
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bit.ly/linkedin-meikle

Experienced Multimedia Professional with a demonstrated history of working in government and university settings. Skilled at organizing and prioritizing work projects, problem solving and meeting deadlines. Proficient in Adobe Creative Suite, graphic design, A/V equipment, and management.

EXPERIENCE

Freelancer, Multimedia/Graphics

Jan 2007 – April 2020

Meridian Township | Okemos, MI

- Design and produce media content with precise brand continuity - including regional print publications, Township event marketing materials, social media content, website graphics, logos, video graphics and marketing materials - posters, signs, flyers, brochures, maps, clothing and swag
- Collaborate and implement event marketing campaigns and social media content/campaigns
- Design, edit and maintain the Township webpage - online and mobile
- Create monthly Senior Center Newsletter and weekly Township digital newsletter
- Generate news and events social posts
- Develop television graphics, produce live and edited programs, mentor interns, and assist in election programming on Meridian Township's Government Access Television Station (HOMTV)
- Troubleshoot computer/video issues in the control room and video network - recommend capital improvements

HOMTV Station Manager/Cable Coordinator

Sep 2001 – Jan 2007

Meridian Township | Okemos, MI

- Executive Producer of video programming on award winning HOMTV
- Led a cross functional team of 3 full-time staff, multiple freelancers and 10-20 non-paid interns, who produced quality local programming to local residents on HOMTV and website
- Established an expense/capital budget and equipment replacement plan - researched and updated A/V equipment to keep up with the latest technology
- Initiated and implemented capital improvement projects
- Resolved all technical issues and maintained A/V equipment
- Directed live and taped video productions, created print/video graphics and coordinated programming duties
- Successfully led negotiations of franchise agreement with local cable company
- Directed the Township on State and National legislation and public rights of way issues to ensure the effective use of cable/telecommunication systems and public/educational/government channels in the Township and Michigan
- Performed as staff liaison to the Meridian Township Cable Communications Commission by responding to citizen's inquiries and cable complaints facilitating resolution

Media Production Specialist

Sep 1997 – Sep 2001

Michigan Technological University | Houghton, MI

- Supervised the day to day operation of the distance learning studio classroom and duplication facility
- Trained Media Production Assistants in recording telecourses in the classroom studio
- Educated faculty on the use of technology in the studio classroom
- Designed artwork for on-campus Electronic Display System, department webpages and print media
- Assisted in the development and completion of education media programs including technical support, videography and graphic design
- Processed work orders and billing A/V services for department and complete quarterly reports

Production Assistant II/Public Access Coordinator

May 1997 – Sep 1997

Charter Communications | Marquette, MI

- Oversaw the Public Access Facility and developed programming for public access/local origination channels
- Contributed to local video productions by creating graphics, operating camera, VTR/Replay, audio and directing, including Northern Michigan University hockey and football
- Trained and supervised personnel for council meeting productions and studio operations
- Trained clients in the proper use of Public Access audio/video equipment
- Produced PSAs for cross channel advertisement

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Marketing Coordinator

May 1996 – May 1997

Charter Communications | Marquette, MI

- Administrated and executed successful premium sales and subscriber campaigns
- Created weekly advertising, and all related daily, weekly and monthly reports
- Presented concept and implemented a weekly company newsletter
- Remained involved in Northern Michigan University football and hockey live productions

Production Assistant I

Sep 1995 – May 1996

Charter Communications | Marquette, MI

- Efficiently organized and broadcasted two-camera productions of local commission and council meetings
- Assisted in setting up and running camera for college hockey games and other productions
- Edited tape-delayed hockey programs and highlights

Administrative Assistant - Audio/Visual Department

May 1995 – Sep 1996

Northern Michigan University | Marquette, MI

Radio Board Operator

Summers 1991 – 1995

WGLQ Magic 97 | Escanaba, MI

EDUCATION

Bachelors of Science in Communications, Northern Michigan University, Marquette MI

1991-1995 | Dean's List Senior Year | Activities: Public TV13 Daily Newscast

VOLUNTEERISM

Live Sound Engineer | Marshall United Methodist Church | 2013 – Present

- Run sound and mix the band during the contemporary worship service and special events
- Troubleshoot problems with A/V equipment
- Recommend improvements and purchases
- Train support staff

Volunteer Puppy Raiser | Leader Dogs for the Blind | Aug 2018 – Present

- Raised and trained a Future Leader Dog (FLD) puppy for future use as a guide dog for the blind/deaf

ASSOCIATIONS

Member of Michigan Association of Broadcasters | MAB

Member of National Association of Telecommunication Officers and Advisors | NATOA

Member of the Alliance for Community Media | ACM

SKILLS

Adobe Creative Cloud
Media Production
Constant Contact

Live Sound Production
Windows/Mac OS
Microsoft Office Suite

Project Management
Video Capture and Editing
Photography

AWARDS

2001 Overall Excellence in Government Programming Regional 1st Place - Alliance for Community Media

2002 Overall Excellence in Government Programming National 1st Place - Alliance for Community Media

2004 Overall Excellence in Government Programming National 1st Place - Alliance for Community Media

2002 Best Station - National Beacon Awards - Cable Television Public Affairs Association

2004 Best Station - National Beacon Awards - Cable Television Public Affairs Association