

Ross A. Insana

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Summary

Broadcast media professional experienced in video production, content creation, digital media, and on-air interviewing. Considered by others to have a positive attitude, personable, versatile, and eager to learn. Looking for media-related career opportunity that will draw on my experience and education and provide significant challenge and potential for growth based on contribution.

Skills

- Non linear video editing
- AP ENPS
- Audio Editing and Recording
- Shooting with DSLR/Video Cameras
- Social Media
- Adobe Photoshop
- Comfortable on Camera
- Adobe After Effects
- Procreate

Achievements

2015 Sports Emmy Award, National Academy of Television Arts and Sciences, Outstanding Studio Show – Daily: “MLB Tonight”

Experience

Ross Insana Productions/Self Employed

Pittsburgh, PA

Freelance Content Producer/Creator

(December 2019-Present)

- Shoot, edit, and produce original content (video, photos, graphics) for the Bishop Canevin High School boys and girls basketball and football team, Upper St. Clair High School football and basketball, Chartiers Valley High School boys basketball and baseball, and Bethel Park High School football for use on official team social platforms.
- Chartiers Valley boys basketball social accounts generated 1.3 million total impressions between Twitter and Instagram during 2020-2021 season.
- Social content creator (video, graphics, photo) for private high school athletics training company Vizion Athletics, boosting the Instagram presence and bringing in additional athletes for instructions.

MLB Advanced Media

New York, NY

MLB and MLS Multimedia Producer

(May 2017-October 2017)

- Edit video and audio content for MLB.com during the summer of the 2017 season, from multiple variations of game recaps, radio highlight audio podcasts for Tune In app, and manager postgame press conferences.
- Producer, editor, and supervisor for all MLS game night video content, including one and two minute game recap packages and individual highlights.
- Supervise video editors and web publishers for quality control of all MLS video edits.

BAMTECH Media/Disney Streaming Services

Secaucus, NJ

NHL.com Multimedia Producer

(November 2016- July 2019)

- Produced and edited short and long-form videos for NHL.com and social media under tight deadlines during game nights.
- Created specialty video content that included: Player of the Week sizzle reels, long-form playoff series recaps, and top moments of the night compilations.
- Videos consistently delivered 20K+ impressions on YouTube and other social media platforms

MLB Network

Secaucus, NJ

Researcher

(March 2015- November 2015)

- Worked closely with talent and producers by conducting in-depth research for MLB Network's daily programming.
- Assisted graphics department with baseball statistics and history to be displayed on full-screen graphics that are used during MLB Network's daily programming.
- Generated daily previews of Major League Baseball games in a research packet distributed to MLB employees and beat writers.

National Baseball Hall of Fame and Museum

Cooperstown, NY

Multimedia Production Intern

(June 2014- August 2014)

- Shot, edited and produced video content for exhibits, Hall of Fame website, and social media outlets.
- Edited and produced MLB weekly highlight videos featured in the “Today’s Game” exhibit and a permanent video in the “Babe Ruth: His Life and Legend” exhibit debuted in June 2014.
- Assisted with coverage of the Hall of Fame’s 75th Anniversary and Induction Weekend.
- Contributed with content on the 2014 Baseball Hall of Fame Induction Ceremony DVD.

Education

Pennsylvania State University (University Park, PA)

Bachelor of Arts in Broadcast Journalism (2014)

Minor: Business

Certificate: John Curley Center for Sports Journalism