

RONY CAMILLE

603.943.2166 | camille.rony@gmail.com | Nashua, NH

For immediate recommendations, please see: [linkedin.com/in/ronycamille/](https://www.linkedin.com/in/ronycamille/)

Samples of work available at: RonyCamille.com

MEDIA OPERATIONS | PRODUCTION MANAGEMENT | CONTENT DEVELOPMENT

Multi-platform Media Professional with 14+ years of successful team leadership and field production experience across several national news programs including Good Morning America, World News Tonight, 20/20 and The Early Show on CBS.

RELATED PROFESSIONAL EXPERIENCE

Town of Tyngsborough, Tyngsborough, MA

Dec 2019 – Present

Apr 2009 – Sept 2014

Media Program Director (Dec 2019 – Present)

- Manage a department that operates 3 channels -- Public Access, Education and Government -- on Comcast and Verizon FiOS. The government channel alone aired 300+ hours regulatory board meetings in 2020, all of which are also available as online recordings and housed in a video-on-demand library.
- Managed and trained up to 2 direct reports (Production Associates).
- Leveraged former IT experience and partnered closely with Senior Leadership to lead our COVID-19 transition, allowing for all in-person meetings to be conducted virtually in a matter of days. Coordinated with new vendors, IT team, and compliance regulations to train everyone on how to procedurally run their meetings online.
- Executive Produce live stream special events and programming, such as Tyngsborough's high school graduation and Tyngsborough's 211th Annual Town Meeting.

NOTABLE ACCOMPLISHMENTS

Served as Executive Producer of the Virtual Candidate's Forum 2020 on Tyngsborough TV, WCAP Radio

IT Coordinator (Interim CIO) (Jan 2013 – Sept 2014)

Promoted to an expanded role to take on municipal-wide IT responsibilities.

- Oversaw technology for the entire town including the Tyngsborough Police Department, which required new hardware, security improvements, and infrastructure updates.
- Supervised 2 Help Desk Specialists (temps).
- Deployed 50+ workstations, and restructured the town hall network, and multiple town-owned websites.

NOTABLE ACCOMPLISHMENTS

Led the re-vamp of the municipality's digital platform resulting in an 1,800% increase in online audience membership.

Media Program Director (Apr 2009 – Sept 2014)

- Led the re-vamp of the municipality's digital platform, Tyngsboroughma.gov, by implementing social media, video-on-demand, and mobile applications to increase an online audience by 1,800%.
- Directly supervised and trained 3 direct reports (Production Associates).

WBUR-FM, Boston MA

Oct 2019 – Nov 2019

Freelance / Fill-in Segment Producer

- Booked interviews, scripted, and produced segments for Radio Boston, a live-daily news program on WBUR, Boston's NPR Station.
- Pitched story ideas and reached out to community experts or newsmakers for comment and interviews while adhering to strict and urgent deadlines.
- Produced a two-way interview between WBUR and Dr. Jessica Meir, an astronaut who was on board the International Space Station.

iHeartMedia – WBZ NewsRadio, Boston, MA

Nov 2017 – Sept 2019

News Operations Manager (June 2019 – Sept 2019)

- Served as the liaison between on-air and off-air staff for all day-parts.
- Booked and conducted pre-taped interviews; fact-checked; collaborated with editors, anchors, and reporters to make coverage decisions.
- Maintained relationships with government and community contacts to secure interviews or quotes with little-to-no lead time.
- Wrote digital and social content during breaking news.

**NOTABLE
ACCOMPLISHMENTS**

Collaborated with the iHeart/WBZ-AM sales team to produce sponsored content campaigns, resulting in \$100K in new revenue.

Digital Content Manager (Nov 2017 – Sept 2019)

- Served as the Senior Editorial Content and Technical Lead for the website, WBZ1030.com.
- Led editorial team that provided content for about 30 iHeartMedia digital properties in New England.
- Trained and mentored WBZ-AM staff on the latest digital tools, trends, and workflow.
- During tenure, saw an increase in traffic to WBZ NewsRadio's homepage, which received a total of 1,057,651 views, and approximately 820,000 unique page views from zero.

CBS Boston.com, Boston, MA

Sept 2014 – Nov 2017

(Was transferred to WBZ NewsRadio due to iHeartMedia acquisition in Nov 2017.)

Digital Operations Producer

- Produced sponsored content campaigns and coordinated high-profile online live streaming events throughout the city.
- Served as project lead for various contests and promotional campaigns across the CBS Boston digital properties.
- Created engaging client experiences for station Sales and Creative Services / Marketing departments.
- Managed various systems related to e-mail marketing, online contesting, streaming media, video-on-demand, audio podcasting, and mass text messaging.

**NOTABLE
ACCOMPLISHMENTS**

Tech produced the Boston Marathon stream 3 years in a row and managed all partnership & logistics.

ABC News, Boston, MA / New York, NY

Jan 2008 – Aug 2014

Freelance Field Producer – New York, NY (Oct 2009 – Aug 2014)

- Worked closely with segment producers and correspondents to produce, shoot, write, edit, and pitch pieces for various ABC News programming and specialized units.
- Provided off-air reporting and booking efforts for breaking, day-of-air, and future stories throughout the New England region.

Freelance Production Associate / Video Editor – Boston, MA
(Jan 2008 – April 2009)

- Field produced and shot special segments for Healthy Life on ABC NewsNow.
- Coordinated flash-cam live shots/feeds from Boston Bureau (Medical Unit) for various network programming, including NewsOne, NewsNow, 20/20, and ABC News Radio.

**NOTABLE
ACCOMPLISHMENTS**

Helped launch OnCall+ on ABCNews.com/health. Collectively produced, shot, and edited 4,000 videos across 30 different health topics, resulting in a single topic reaching 1.2MM views in one month.

ADDITIONAL CONSULTING EXPERIENCE

Camille Digital Media, Nashua, NH

Sept 2019 – Present
Aug 2009 – Dec 2016

Senior Producer / Media Consultant

- Provide video production, web development, consulting to regional and national clients including: TV One/Biden For President, The CBS Early Show (NYC), WNET (NYC), Pulse Media/Verizon (Boston), Extended Stay Hotels (Boston), Amosink (Tyngsborough), Scott-Collins LLP (Boston), and

MattJacksonLive.com (Boston, MA). (Increased the MattJacksonLive.com YouTube channel by 2,500 unique views within 10 months.)

COMMUNITY ENGAGEMENT & VOLUNTEERISM

Volunteer - Be Like Brit Foundation, Grand Goâve, Haiti / Worcester, MA 2015 – Present

- Built houses in Haiti for families in need. Produced promotional and fundraising videos for annual gala.
- Provided consultation on how to work with the press (was able to get their Executive Director on CNN during Hurricane Matthew.)

Volunteer - St. Louis De Gonzague Parish, Nashua, NH 2013 – 2018

- Provided lecture in French during French Mass on Sundays.

TECHNICAL SKILLS

DIGITAL TOOLS:

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|--|---------------------|--------------------|
| • HTML/FTP | • Basecamp | • Social News Desk |
| • Content Management Systems: WordPress VIP, Joomla, Anvato MCP, RadioEdit, Content Editor | • Slack | • DataMinr |
| • Brightcove Studio | • Vibes | • Kajabi |
| • Atlassian Jira | • Triton | • ClickFunnels |
| | • Sharablee | • LeadPages |
| | • Pars.ly Analytics | |
| | • Social Flow | |

NEWSROOM AUTOMATION SYSTEMS:

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|----------------------------|--------------------------|---------------------|
| • NewsBoss | • Avid iNews | • AP ENPS (Limited) |
| • Ross Inception (Limited) | • Leightronix Controller | • WireReady |
| • Castus | • Scott Studios | |

VIDEO PRODUCTION:

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| • DSLR and Broadcast ENG Cams (Sony XDCam, HDV PDX-Series, Canon) | • Video Transmission: IP, BGAN, Satellite, Fiber | • PTZ Robotics Cameras |
| • Video Encoding/Export Formats | • Adobe Premiere | • Video Switching / Directing (Limited) |
| | • Avid Express Pro | • Character Generators (Intermediate) |
| | • Avid Media Composer | |
| | • Final Cut Pro | |

AUDIO PRODUCTION:

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| • IP/ISDN Audio Transmission | • Cool Edit Pro / Adobe Audition | • Audacity |
| | | • Podcasting |

PROFESSIONAL AFFILIATIONS

Media Related:

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| • National Association of Black Journalists | 2006 – Present |
| • Online News Association | 2009 – 2019 |
| • National Association of Government Web Professionals | 2009 – 2014 |

Aviation Related:

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| • Aircraft Owners and Pilots Association, Student-Pilot | 2019 – Present |
| • Aero Club of New England | 2019 – Present |
| • New Hampshire Pilots Association, Student-Pilot | 2017 – Present |

EDUCATION

B.A. in Mass Communications - North Carolina Central University, Durham, NC
Additional Language Skills: Native fluency in French and Haitian Creole