

## **PROFESSIONAL SUMMARY**

As a media and marketing professional with a background in strategic storytelling, I excel at creating authentic and engaging visual content and messaging. With extensive experience both behind the scenes and in front of the camera, I have a proven track record of effectively reaching target audiences through compelling narratives. As a versatile commercial producer and on-air host, I have covered diverse topics ranging from home improvement to health care and everything in between. I am eager to leverage my deep-rooted passion for media and strategic communication to drive innovative and impactful campaigns that will elevate your brand and resonate with your audience.

## **SKILLS**

Adaptable, Client-Focused, Collaborative, Conflict Resolution, Creative, Design Skills, Leadership, Networking, Organized, Problem-Solving, Project Management, Time Management

## **EXPERIENCE**

### **CONTENT MARKETING MANAGER | MAPLE STREET BISCUIT COMPANY | NASHVILLE, TN | OCT 2023 - MAR 2024**

- Increased Instagram following by 20K users in 90 days, reaching 100K+ followers through engaging content.
- Generated over 1 million paid and earned Instagram video views.
- Led video production and editing for social media and internal communications.
- Negotiated and managed media buys and ad placements, ensuring budget efficiency.
- Crafted press releases and marketing materials, aligning with brand messaging.
- Monitored and optimized social media performance using Meta/Facebook Business Suite.

### **CLIENT CONTENT HOST/PRODUCER | NEWSCHANNEL 5 | NASHVILLE, TN | APR 2019 - OCT 2023**

- Co-hosted and produced 'Music City Must,' a quarterly primetime show that increased advertiser recognition and raised station revenue, making it the #1 show in its time period.
- Presented segments on Nashville's #1 weekday lifestyle program, "Talk of the Town."
- Collaborated with stakeholders to develop sales-sponsored content for on-location and studio productions.
- Managed commercial production from conceptualization to on-air presentation by working collaboratively with in-house teams and advertising partners.
- Designed and implemented the visual branding of paid sponsored segments with local and regional advertisers.
- Developed custom sales proposals and campaigns to meet client objectives, increasing brand recognition and engagement.

### **DIGITAL MARKETING SPECIALIST | KOMU 8/MID-MISSOURI CW | COLUMBIA, MO | JAN 2018 - MAR 2019**

- Produced, wrote, and edited commercials for station branding, news promotion, and commercial clients.
- Refreshed graphics package by designing cohesive newscast opens, program tags, and digital elements.
- Implemented a topical tease strategy to retain viewership from 4:30 p.m. programming block to 5 p.m. news.
- Boosted Facebook following by 500 users per month through live streams, user discussions, and engaging videos.
- Optimized advertising efforts on digital and social platforms for better reach and engagement.
- Managed timely broadcast logs, compiled expense reports, and prepared digital analytic reports.

### **ANCHOR & PRODUCTION ASSISTANT | KOMU 8/MID-MISSOURI CW | COLUMBIA, MO | MAY 2015 - AUG 2017**

- Successfully anchored morning newscasts and segments with strong on-air presence and authenticity.
- Wrote and proofread scripts and ensure accuracy, immediacy and clarity that engaged viewing audience.
- Successfully operated production equipment to ensure high-quality output and production excellence.
- Utilized video editing skills to create compelling storytelling and visuals that enhanced newscasts and segments.

## **EDUCATION**

University of Missouri - Columbia, Missouri School of Journalism (2013 - 2017)  
Bachelor of Journalism, Emphasis in Strategic Communication

## **SOFTWARE**

Adobe After Effects, Illustrator, InDesign, Media Encoder, Photoshop, Premiere, Avid iNews, Avid Media Composer, Content Management System, Mac OS, Final Cut X, Meta/Facebook Business Suite, OBS Studio, WideOrbit, Windows OS, Office 365, PowerPoint, Word, Excel, WordPress

## **COMPANY RECOGNITIONS**

The E.W. Scripps Company, Give Light Awards  
Creating Value Award, 2020 Nominee

## **REFERENCES**

Available upon request.

## **CONTACT**

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