

# Thomas Chase McCleary

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[LinkedIn](#) | [Portfolio](#)

## EDUCATION

University of California – Berkeley (Berkeley, California) | Class of 2023

B.A. in Media Studies, Minor in Creative Writing and Journalism

## EXPERIENCE

Rocky Mountain PBS (RMPBS)

Multimedia Journalist

Aug 2023 - Present

Colorado Springs, CO

- **Produce (interview, film, edit, write) short documentaries** with a focus on science and nature, sports and community
  - Pieces frequently among highest performing on YouTube and social, track data and optimize to results
- **Create bespoke graphs and animations** for short docs and explainer videos
- **Write accompanying news articles and build social media assets** for each video (Instagram reels, TikToks, etc.)

Big Red Communications Group

Advertising Intern

Mar 2023 - July 2023

Melbourne, Australia

- **Created and finalized briefs** for a variety of clients, providing accounts and creative team notes and analysis
- **Copywrote and pitched campaign ideas** for potential clients, including digital/social, print, and TVC/radio
- **Prepared and reviewed deliverables** including copy, digital graphics, animations, and other creative materials

CNN | HLN | CNN+

Programming and Content Strategy Intern

Jun 2022 - Aug 2022

New York City, NY

- **Analyzed and strategized** on shows, series, specials and films across **CNN, HLN, Discovery, CNN+, and Discovery+** to optimize **distribution and cross-platform partnerships** across **linear and non-linear (VOD, EST, OTT) channels**
- Conducted in-depth **industry research** on competing streaming platforms, networks, and studios and **provide strategic analyses, forecasts, and industry predictions** to optimize content and programming strategies
- **Calendared and coordinated talent, location, and other production logistics** and changes across all weekly and monthly CNN domestic programming

BRON Studios

Marketing and Development Intern

Mar 2021 - May 2022

Remote

- **Assisted VP of Marketing, managed calendar, arranged travel, tracked marketing assets and releases**
- **Wrote script and pitch deck coverage** on film, television, and **animation** being considered for development
- **Pitched and developed short film projects** to BRON President and CMO through the BRON Incubator Program
- **Wrote, edited, and finalized** press releases, internal and external communications and collateral, and digital content

## EXTRACURRICULARS

Freelance Filmmaker

July 2023 - Present

- Produce, direct and edit pro-bono short films and promotional materials for nonprofits in Colorado Springs and California

Telegraph+

Founder, President

Feb 2021 - Dec 2022

Berkeley, CA

- **Built, founded and lead this undergraduate student college student short film streaming site** which hosted **100+** different films, music videos, and animations; partnered with **Adobe** and **Fandor**; **acquired by the Berkeley Art Museum and Pacific Film Archive (BAMPPA)**

The Daily Californian

Multimedia Journalist

Feb 2021 - May 2023

Berkeley, CA

- Pitched, produced, directed and edited numerous short documentaries for the The Daily Californian website and social media pages, releasing 3 documentaries each semester

## SKILLS

Canon cameras (C300, C200, C70), Adobe Suite (Premiere, Photoshop, After Effects, Audition.), DaVinci Resolve, Microsoft Suite, Spanish (Intermediate), French (Intermediate), Pro Zoom User