



Andy Menarchek
Digital Content Producer
andymenarchek@gmail.com
amenarchek.com
724-600-4609

ANDY MENARCHEK

Digital Content Producer

Diverse Skill Set

7+ Years in Digital Media

3+ Years Working in Sports

Experience in Multiple Mediums



EDUCATION

BACHELOR OF ARTS: VISUAL ARTS & DIGITAL MEDIA

EDINBORO UNIVERSITY OF PENNSYLVANIA

EXPERIENCE

National Hockey League

Live Social Creator

Sept 2021-Present

Pittsburgh Pirates

Video Producer

Jan 2021- Aug 2021

Seven Springs

Video Producer

2020-2021

Seattle Mariners

Digital Content Specialist

2018-2020

Durham Bulls

Video Production Manager

2017-2018

Tampa Bay Lightning

Motion Graphics Coordinator

2016-2017

Benstonium Media

Contributor

Myrtle Beach Pelicans

Video Production Assistant

2016

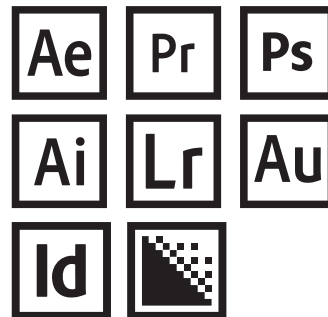
JENESIS Magazine

Digital Content Creator

2012-2014

PROFICIENCIES

Adobe Creative Suite



Cameras

SONY

Canon

Nikon

GoPro

dji

Computers





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DETAILED EXPERIENCE

Seattle Mariners

Digital Content Specialist

2018-2020

- Shooting, Editing, and Producing content for Mariners digital and social media channels
- Using social media best practices to create content for different formats and aspect ratios (Square 1x1, 16x9, 9x16, 32x9, etc)
- Creating quality content efficiently on tight deadlines
- Content includes but not limited to creating videos, gifs, motion graphics, photos, and graphics
- Shooting game action during games and turning around efficiently for the social media team
- Capturing new and unique perspectives of the ballpark and ballpark experience during games
- Creating sponsored driven content for the digital and social media channels
- Traveling for spring training, Alaska Airlines feature "Wheels Up", and social media coverage
- Occasionally creating content for in park entertainment

* Work has been featured on MLB Network

Durham Bulls

Video Production Manager

2017-2018

- Shooting game footage and photos
- Shooting and creating motion headshots
- Record and edit audio for voice overs for videos
- Shooting, editing, and producing all videos for in game entertainment, social media, and sponsorship (homestand recaps, pump videos, sponsorship videos, commercials, etc.)
- Creating all motion and still graphics for all LED boards, main video board, videos, and gifs
- Shooting and editing photos for Play Ball Magazine, ads, social media, game action
- Shoot video of game action, pregame/post game promotions, and stadium atmosphere

Created Durham Bulls Star Wars Night Promo that went viral and posted up by CBS Sports

Tampa Bay Lightning

Motion Graphics Coordinator

2016-2017

- Creating motion graphics for all LED boards, vertical video displays, IPTV, and Morning Skate Show
- Creating content for sponsors, in-game, Morning Skate Show, and all Amalie Arena event ads
- Downloading headshots and creating targa files for Chyron
- Editing "Cutback" highlights of previous game
- Cutting songs for Wraparound and Cutback pump peices
- Game Day Role: Editing pump piece "The Wraparound" for the third period of every game

Myrtle Beach Pelicans

Video Production Assistant

2016

- Creating content for Pelican's social media, in park entertainment, and commercials
- Shooting and editing "Leadoff Man" piece for Chicago Cubs pregame broadcast on WGN
- Creating still graphics, motion graphics, 3-D animations, and gifs
- Shooting commercials, spots, skits, b-roll, game action, batting practice, interviews, and events
- Editing commercials, pump-ups, interviews, game recaps etc.
- Game camera operator for broadcasts (wireless, firstbase, thirdbase, high home)
- Game camera operator for TV broadcast on "The CW"
- Video board operator during games
- Recording audio for commercials, interviews, videos etc.
- Creating headshots, linescores, boxscores, game recaps
- Creating quality content on a deadline



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DETAILED EXPERIENCE

Benstonium Media

Contributor

Frelance

- Create and collaborate on viral sports content for social media
- Creating and editing viral videos (pumps, recaps, parodies, etc.)
- Creating still and motion graphics for videos and social media
- Editing audio for videos,
- Creating Gifs for social media
- Creating, posting, and managing content for social media
- Creating and posting relevant quality content on a deadline

* Work has been featured on DKSports, Benstonium.com, and Sports Illustrated's The Cauldron

Timeless Expressions

Staff Photographer

2014-2015

- Photograph local high school sports, events, and school yearbook portraits
- Pose, shoot, take order forms, set up and tear down set during shoots
- Edit photos and provide photos efficiently and on time of deadline

JENESIS Magazine

Digital Content Creator

2012-2014

- Create content for all JENESIS' digital channels and print
- Content includes videos, photos, graphics, motion graphics, and gifs
- Photograph concerts, events, article features, magazine covers, advertisements and fliers
- Shoot/edit photos and provide photos efficiently and on time of deadline
- Shoot/edit videos on time of deadline
- Video content includes interviews, concert recaps, commercials, documentaries, b-roll, etc.

The Daily Athenaeum

Staff Photographer

2012

- Plan photos with photo editor every week
- Photograph current events, university sports, concerts, and university events
- Edit photos and provide photos efficiently and on time of deadline

The Spectator

Photo Editor/Photographer

2010-2011

- Responsible for managing team of photographers and assignments
- Photograph current events, university sports, concerts, and university events
- Edit/provide photos efficiently and on time of deadline
- Maintain consistent attendance at all meetings and office hours



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Proficiencies

Learning UX design

Adobe Creative Suite

Photoshop

After Effects

Premiere Pro

Audition

Illustrator

InDesign

Lightroom

Media Encoder

Character Animator

Cameras

Sony FS7

Sony FS72

Sony A7S II

Sony A7 III

Sony A6000

Canon C100

Canon DSLRs

Nikon DSLRs

GoPros

GoPro Fusion

GoPro Karma Grip

DJI Osmo Gimbal and Camera

Studio and Television Cameras

Other Software and Plugins

Element 3D

Saber

Twitch

Gif Gun

Red Giant Universe

Red Giant Trapcode Particular

Red Giant Magic Bullet Suite

Red Giant PluralEyes

Sony Catalyst Browse

Rough Animator

Computers

Windows OS

Mac OS

Ipad Pro



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DETAILED EXPERIENCE

National Hockey League

Live Social Creator

September 2021- Present

- Shooting photos and video on iPhone, a6000, and A7iii
- Shooting for NHL, Pittsburgh Penguins Social Media, and away team social media team, and players
- Shooting player arrivals, game action, fans, mascots, fan experience and stadium atmosphere
- Capturing quality content and efficiently sending it to social teams for live social updates

Pittsburgh Pirates

Video Producer

Jan 2021- Aug 2021

- Shooting, Editing, and Producing content for Pirates digital and social media channels
- Using social media best practices to create content for different formats and aspect ratios (Square 1x1, 16x9, 9x16, 32x9, etc)
- Creating quality content efficiently on tight deadlines
- Content includes but not limited to creating videos, gifs, motion graphics, photos, and graphics
- Shooting game action during games
- Capturing new and unique perspectives of the ballpark and ballpark experience during games
- Creating sponsored driven content for the digit, in park, and social media channels
- Creating content for in park entertainment such as Starting Lineups, Music Videos, Game Nuggets, and Player Features.
- Shooting and producing mini documentaries for Pirates Charities.

Seven Springs Mountain Resort

Video Producer

October 2020- February 2021

- Shooting, Editing, and Producing content for Seven Springs website, and social media channels
- Using social media best practices to create content for different formats and aspect ratios (Square 1x1, 16x9, 9x16, 32x9, etc)
- Creating quality content efficiently on tight deadlines
- Content includes but not limited to creating videos, gifs, motion graphics, photos, and graphics
- Shooting and editing daily ski reports
- Shooting and editing mini doc stories told on the mountain
- Shooting broll of patrons on the mountain enjoying the resort



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REFERENCES

John Franzone

Tampa Bay Lightning

Vice President of Game Presentation

jfranzone@amaliearena.com

Ryan Bushey

XCITE

Director of Interactive Production

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Shon Niswanger

Dude Perfect

Production Editor

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Thomas Agnew

JENESIS Magazine

Owner and Creative Director

jtagnew@jenesismagazine.com

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Rob McCoy

Facebook

UX and Product Designer

rob@mrobmccoy.work

(412)-689-9576

Ken Brown

Pittsburgh Pirates

Producer, Director, DP, and Editor

412-552-9864

412-325-4769