

# Abby M. Berendt

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## Objective

Produce meaningful content that positively influences the world.

## Professional and Computer Skills

- Studio and Field Production, Shooting, Editing, Writing, Mac and PC
- Final Cut Pro, Adobe Photoshop, Microsoft Office, Entourage, Dreamweaver, Cool Edit Pro

## Work Experience

**Jaded Multimedia** April 2007 – Present San Francisco, CA

*Producer/ Editor/ Writer/ Music Supervisor*

- Produce, shoot, and edit original content for the various media outlets.

**Current TV** August 2006- April 2007 San Francisco, CA

**Yahoo! Current & On-Air Promo Department**

*Producer / Writer/ Editor*

- Produce, write, and edit promos for Current TV.
- Oversee the Yahoo! Current Promo Department. Produce, write, and edit launch campaigns for the individual Yahoo! Current Network channels, as well as the Action, Driver, and Traveler Buzz shows.

**MTV Networks** May 2004- August 2006 New York, NY

**Nick@Nite and TV Land On-Air Promo Department**

- Write/ Edit/ Produce TV Land branding segments. Create promos (vignettes, show awareness spots, original content, interstitials, and memorials). Edit spots using Final Cut Pro, and work with various post houses. Manage multiple projects. Screen tapes, log time-code, make dubs, and supervise edit/ audio sessions.

**MTV Video Music Awards Production**

- Create compilation reels of guests appearing and presenting awards at the 2004 Miami VMA's. Used Avid to create reels, with quick turn around as celebrities confirmed last minute.

**MTV2 Production and Post Production**

- Work with the production team and editing crew. Prepare for daily shoots (cue cards, segment slates, script notes, lighting). Log time-code, label and run tapes, help in MTV2 studio. Work with Avid to create shows and segments.

**Sony Music Entertainment Inc.** May 2004- August 2004 New York, NY

**Alternative Marketing Department**

- Work with Alternative Music and College Marketing Dept. Implement and help coordinate projects within the department. Organize and execute large mailings. Help with staff errands (manage files, make copies, faxes, emails, etc...)

**KCSU FM** September 2001- May 2004 Fort Collins, CO

**Music Director, Prime Time DJ, Specialty Show Host**

- Communicate with promoters and record labels. Review and Add CDs into rotation. Write music reviews and coordinate ticket giveaways. Report to College Music Journal (CMJ).
- Program music and Host radio show (Prime Time and Specialty Shows). Monitor transmitter operation in compliance with FCC rules.
- CSU Journalism Faculty Scholarship & "Graduating Senior of the Year" Award, 2004
- Broadcast Education Assn. Education Production, "Hip-Hop in the Media" 1st Place, 2003
- KCSU Manager of the Year Award, 2003, John Bayliss Radio Scholarship ([www.baylissfoundation.org](http://www.baylissfoundation.org))
- Attendance at SXSW '03-'05, '07, CMJ '02-'05, '07, Aware Records College Rep, 2001—2004
- Interviews with B.B. King, John Mayer, Ben Kweller, Dandy Warhols, Guster, Pat McGee, The Format, Franky Perez, Yonder Mountain String Band, Mason Jennings, many others.

## Additional Experience / Awards

**B.A. Technical Journalism** September 2001- May 2004 Fort Collins, CO

**Colorado State University**

- Television News and Video Communication, Music Concentration
- GPA 3.78
- Attended University of Colorado, Boulder 2000-2001

## Education