

# **PETER M. NAUGHTON**

Syracuse, NY

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Enhanced online resume (with video, sound, graphic design samples and more) at [www.pnaw10.com](http://www.pnaw10.com)

## **OBJECTIVE**

Obtain a position which will benefit from my experience in broadcasting, journalism, social media and web design.

## **PROFESSIONAL EXPERIENCE**

### **New York State Department of Labor, Syracuse, NY**

#### **Labor Services Representative, February 2009 to Present**

- Interview newly-unemployed jobseekers to evaluate previous experience and future employment goals.
- Establish “next steps plans” to help customers organize their efforts towards re-entering the workforce.
- Write monthly email newsletters to provide ongoing updates, job search advice and job leads to customers.
- Review resumes, identify errors and offer suggestions to improve marketability of resumes.
- Refer customers to appropriate workshops, computer literacy classes, or external training providers.
- Follow-up with customers regularly to review job search progress and provide ongoing support.
- Use One-Stop Operating System (OSOS) case management software to document all interactions with customers and to match customers’ skills and experiences with current job openings in the local market.
- Adhere to confidentiality and privacy regulations concerning safeguarding of customer data.
- Utilize telephone interpreter services to conduct meetings with non-English-speaking jobseekers.

### **NewsChannel 9 WSYR-TV, East Syracuse, NY**

#### **Television News Producer, 2005 – 2009**

- Coordinated all aspects of daily television newscasts ranging from 30-120 minutes in length.
- Selected stories to be included in newscast, order stories will be presented, and the resources to be used (how much on-air time, field crew assignments, video, graphics) to present each story.
- Wrote news stories for anchors to read on-air and to be posted on the station website. Posted still photos and video clips (both “raw” video and clips from newscasts) to the station website, adding links to relevant websites or related stories previously posted to website, cross-promoting platforms when appropriate.
- Adapted quickly to breaking news, shuffling story lineups and crew assignments as needed, sometimes while the live newscast was already in progress.
- Reviewed all scripts written by field reporters, providing corrections and/or improvements as needed to ensure stories are factually accurate and easy for viewers to understand.
- Wrote text and selected stock images for most on-air graphics, and submitted requests for any “custom” graphics which needed to be assembled by production department.
- Elevated station’s “Eleven @ 11:00” newscast from #2 to #1 in Syracuse ratings and maintained that ranking for all eight Nielsen ratings periods during which I produced the 11pm newscast.
- Responded to viewer questions, story tips and informational requests via telephone or email.

**CNYRadio.com / CNYTVNews.com (hobby), Syracuse, NY**

**Owner/Editor, 2007-Present**

- Designed and maintain WordPress-based website covering happenings within local broadcasting industry.
- Made custom design modifications to WordPress theme PHP and CSS code to enhance site's appearance.
- Write stories based on personal observations, news releases, job postings, interviews, or news tips.
- Acquire and/or create logos, photos, diagrams or other graphical elements to showcase stories.
- Configured site to automatically push all new story headlines (and links) to Facebook and Twitter.
- Produce Twitter or Facebook "exclusives" that don't appear on the main site, to encourage readers to join the CNYRadio.com feed on either social networking site. (Over 1,000 followers between the two.)

**Lite 98.7 WLZW, Marcy (Utica), NY**

**Radio Host / Program Director / Webmaster (2001-2005) / Radio Host (part-time, 2009-Present)**

- Present weather reports, station promotions, and local event information on-air in a clear, friendly, upbeat manner consistent with the station's target audience, adults 25+.
- Interact with listeners on the phones, in person at live remote broadcasts and via social media platforms.
- Program Director: Oversaw staff of ten talent, selected music, generated program logs in Selector/Linker.
- Program Director: Coordinated with promotions and sales departments to execute major station events.
- Webmaster: Created (from scratch) and maintained websites for Lite 98.7 and three other stations owned by the same parent company in the Utica-Rome radio market. Used Dreamweaver, Photoshop, HTML and CSS to design and update all four sites.

**Peter Naughton Productions, Syracuse, NY**

**Owner, 2010-Present**

- Operate my own mobile disc jockey business, playing at weddings, reunions and other gatherings.
- Design/maintain [www.peterthedj.com](http://www.peterthedj.com), a Facebook page and a Twitter feed to promote the business.

**RELEVANT SKILLS**

- Active user of Facebook, Twitter, Google+, LinkedIn, HootSuite.
- Proficient in Microsoft Office (including Publisher), Adobe Photoshop, Adobe Audition, Adobe Premiere, Edius, WordPress, AP ENPS, OSOS, AudioVault, WordPress. Quickly adapts to new platforms as needed.
- Knowledgeable in HTML, CSS, PHP and willing to learn other languages/software as needed.

**AWARDS AND PROFESSIONAL MEMBERSHIPS**

- **Syracuse Press Club Professional Recognition Award**, 2010 (awarded in 2011)
  - Internet Public Service, Second Place for CNYRadio.com / CNYTVNews.com
- **Mohawk Valley "40 Under 40"** Award, for accomplishments at Lite 98.7 WLZW radio, 2005.
- Syracuse Press Club member, 2010-Present.

**EDUCATION**

- State University of New York College at Oswego, Oswego, New York.  
BA: Broadcasting and Mass Communications, 2011.  
College Honors Program