

MIKE EHRLICH

Multimedia Storytelling

Mike Ehrlich

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1175 Farmington Avenue
Apartment 3-306
Bristol, CT 06010

Education

University of North Carolina, Chapel Hill
School of Journalism & Mass Comm.

Graduated with distinction, Class of 2010
B.A. Journalism & Mass Communications,
Visual Communications - Multimedia
Minor in Spanish

References

Jonathan Israel

Associate Manager,
Digital Video Newsroom, ESPN
860-983-1644
Jonathan.D.Israel@espn.com

Ronnie Forchheimer

Senior Director, Digital Media Video, ESPN
860-766-4871
Ronnie.E.Forchheimer@espn.com

Cassandra Watson

Director, Digital Video Newsroom, ESPN
860-940-7918
Cassandra.Watson@espn.com

Laura Ruel

Executive Producer, UNC News 21
UNC multimedia professor
919-962-4076
lauraruel@gmail.com

ESPN Digital Media

Digital Production Assistant, ESPN.com - Bristol, CT 7/11 - present
Produce original video and game highlights and repurpose video content for ESPN.com and digital platforms

ESPN Digital Media Associate - Bristol, CT 9/10 - 7/11
Year-long position rotating through 4 jobs within ESPN.com and ESPN Mobile:
-**Video editor:** repurpose and edit video content for ESPN.com and mobile platforms
-**Content editor:** edit, organize, create, update content for ESPN Mobile Web
-**Integration:** write, edit, post content for ESPN.com; bridge gap between TV & Web
-**Search:** Search Engine Optimization and Web Analytics for ESPN.com

Multimedia Journalism Experience

UNC News 21 - Powering a Nation 5/10 - 7/10
Ten-week summer fellowship reporting on energy issues in the U.S.
Duties included videographer, photographer, video producer, writer, lead copy editor
Site can be viewed at <http://poweringanation.org>

Documentary storytelling in the Galapagos 6/09 - 7/09
Month-long project trip to document human life on the Galapagos Islands
Completed photo/video story on island fishing and intro video for site
Site can be viewed at <http://livinggalapagos.org>

Carolina Photojournalism Workshop 6/09
Week-long project trip to Asheville, N.C., to document mountain community
Completed photo/audio story on religious commune and farm
Site can be viewed at <http://carolinaphotojournalism.org/cpjm/2009>

The Daily Tar Heel Online 4/10 - 5/10
Multimedia Desk Assistant Editor
Produced and edited video stories and managed desk
Site can be viewed at <http://dailytarheel.com>

Print Journalism Experience

The Daily Tar Heel, Chapel Hill, N.C., circulation 20,000 daily 9/06 - 5/10
Senior Writer, Sports Desk - men's basketball and football beat writer
SportSaturday Editor - Fall 2008 - Led team to produce special 12-16 page section distributed at every home football game
Assistant Sports Editor - Fall 2007, Spring 2008

Sports writing internships at:

- ACCSports.com** (website)
- Baseball America** (magazine)
- The Trentonian** (daily newspaper)

Skills

Practical: Video, photography, audio, reporting and writing, web design and programming, SEO, web analytics, usability testing, content management systems, AP Style, copy editing
Technical: Final Cut Pro, Quantel & Edius, HTML/CSS, Photoshop, Illustrator, Omniture, Flash/Action Script, Dreamweaver, InCopy, InDesign
Proficient in Spanish

Awards

- Project**
- Second place, *World Press Photo*, Multimedia Contest
 - Official Honoree, *Webby Awards*, school/university category
 - Gold, *College Photographer of the Year*, Large Group Multimedia
- Individual**
- Silver, *College Photographer of the Year*, Multimedia Project
 - Third place, *Society of Professional Journalists*, Online News Reporting
 - First place, *North Carolina College Media Association*, Sports writing