

MARTHA A. WADE

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EXPERIENCE

WGN-TV

Traffic Producer, September 2008 – Present

- Communicate with traffic operations, state police, newsroom, and helicopter to produce live traffic segments using maps, travel times, and video footage
- Deliver and manage anchor delivery of live on-air reports in a compelling format
- Decide on important incidents to send helicopter and relay live updates to anchor

Web Producer (part time), June 2008 – Present

- Create, communicate, and maintain web content on wgntv.com news pages
- Cut video clips from WGN News shows for the online platform
- Write web copy and select photographs aligned with video for each page
- Update video, promotions, podcasts, contests, and web polls

Frequency Television

Web Producer, June 2007 – September 2008

- Develop a fresh design and look for website in connection with new marketing plans
- Format and make podcasts available for download in the iTunes directory
- Supervise web designer to update and develop new content for the site
- Produce original short and long form television programs for broadcast and online
- Manage volunteers during production, edits, and post-production processes

Columbia College Chicago

Associate Producer, MusiciansStudio, Sept 2006 – June 2007

- Develop and design promotional strategy for MusiciansStudio television show
- Design print and email campaigns used to book studio audience members, generate interest in the show, and bring in audience members
- Provide house management and audience control during live tapings
- Quality control footage and photos used for post-production edits

Huron Consulting Group

Manager, Financial & Economic Consulting, May 2002 – September 2006

- Manage staff analysts and associates during the review of client financial data
- Analyze client restatement, litigation, loss profit, and damage dispute information
- Compile analyses for expert witnesses on trial, or use during arbitration testimony
- Review client strategic and financial goals to devise the best plan for future success
- Communicate daily with clients to produce accurate supporting documents

Arthur Andersen, LLP

Analyst, Business Consulting Group, August 2000 – May 2002

- Analyze market trends in telecomm and financial industries
- Submit analysis related to SEC investigations of client financials
- Prepare legal and financial defense/prosecution for clients
- Collect, convert, and manage client data for discovery process

EDUCATION

Columbia College Chicago

Master of Art Management (MAM), Media Management, GPA 3.9, December 2008

- Classes concentrated in media communication, entrepreneurial management, television production, web design and production
- Hands on experience in television production, media analysis, web maintenance
- Musicians Studio television show assistant and producer

The University of Michigan

Bachelor of Business Administration (BBA), Marketing & Strategy, GPA 3.5, May 2000

- Business classes focused on finance, corporate strategy, and marketing
- Minor concentrations in Fine Art, and Art History

Sessions.edu

Online School of Design, Graphic Design I Certificate, June 2005

Software Skills

Design: Photoshop, Illustrator, Coral Painter, InDesign, Acrobat

Web: Dreamweaver, Flash, HTML, CSS, PHP, ASP, Net Objects, iWeb

Video: Final Cut Pro, QuickTime, QT Broadcaster, Wirecast

Office: Word, Access, Excel, PowerPoint, SQL Server, Visio, PC & Mac platforms

Websites

www.customcanvasart.com (graduate thesis site in progress)

<http://customcanvasart.blogspot.com> (blog)

www.wgntv.com (write html, develop pages, content management, add video)

www.colum.edu (upload student videos, web stream)

www.frequencytelevision.com (developed new semester site design)

www.huronconsultinggroup.com (write copy, content management)

www.wadecreate.com (personal portfolio page, under construction)

www.myspace.com/martywade (created page layout, background, design)

Video Productions

I Create: Music, Pottery, Tap Dance, Websites, and Art

The Forum: Relationships

Hot Spots: Rhythm Café

Where It's At: Chicago Cultural Center, Harrison Haiku

Man on the Street: Going Green, Obama for President

Get Tipsy: TV Cage, Building Locations

Charlie & Isabelle: Episodes 1-4

MusiciansStudio: Season 1, Season 2