

MAXIM SHEEDY

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SUMMARY

Digital Content Producer specializing in livestream production, digital storytelling, short-form video editing, and audience-focused content packaging. Experienced producing multimedia content across digital and broadcast platforms, optimizing social and YouTube strategy, and creating high-performing content designed for audience engagement and growth.

CORE SKILLS

Digital Production: Livestream production, short-form editing, multimedia packaging, live switching

Platforms & Strategy: YouTube SEO, Instagram Reels, TikTok, YouTube Shorts, X, audience engagement

Broadcast & Production Tools: OBS, vMix, radio operations, real-time monitoring

Editing & Design: Adobe Premiere Pro, After Effects, Photoshop, Canva

Analytics & Optimization: Performance tracking, audience growth, content optimization

EXPERIENCE

Audacy Inc. | Remote / Rochester, NY / Los Angeles, CA

Digital Content Producer & Broadcast Producer | Aug 2023 – Present

- Produce and support live broadcasts across radio and digital platforms, including livestream operations and real-time production troubleshooting.
- Manage digital production for 97.1 The Fan LA's Derek & Decker livestream show, including livestream management, short-form editing, and YouTube packaging.
- Edit and distribute multimedia content across Instagram, TikTok, X, Facebook, and YouTube Shorts.
- Package timely digital content using audience-focused editorial and platform strategies.
- Produced short-form Instagram content generating 120K+ views and increased audience engagement across platforms.
- Help optimize YouTube uploads using SEO-focused titles, thumbnails, descriptions, and clipping strategy.
- Contributed to a long-form YouTube upload that reached 15K+ views within its first week.
- Create and publish social clips averaging 48.9K views per video across digital platforms.

Center for Disability Rights | Rochester, NY

Digital Content & Public Relations Associate | Nov 2023 – Mar 2024

- Led digital content strategy across social platforms, increasing audience reach from 3K to 25K in under four months.
- Analyzed audience and post-performance metrics to improve engagement and optimize organic reach.
- Produced digital-first multimedia content and promotional materials supporting advocacy campaigns and public outreach.

LEADERSHIP

Fredonia Radio Systems | Fredonia, NY

Program Director | Sep 2020 – May 2022

- Managed station programming operations and trained 20+ hosts on FCC compliance and broadcast standards.
- Oversaw scheduling, show consistency, and production quality across programming blocks.

EDUCATION

State University of New York at Fredonia

B.S. Communication (Video Production & Public Relations), May 2022