

MAXIM SHEEDY

Digital Content Producer

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SUMMARY

Digital Content Producer with a passion for creating engaging short-form videos, managing live digital productions, and growing audiences. Experienced in boosting social reach, optimizing YouTube content, and delivering smooth, reliable live experiences for media outlets and nonprofit organizations.

CORE SKILLS

Digital Video Production: Short-form social video, live production, clip packaging

Platforms & Optimization: YouTube SEO, social-first formatting, retention-focused edits

Live & Broadcast: OBS, vMix, live troubleshooting, real-time monitoring

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

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

EXPERIENCE

Audacy Inc. (Westwood One Sports) | Remote

Digital Content Producer (Part-Time) | Nov 2024 – Present

- Produce and manage live-streamed sports content, supporting 4 broadcasts per week with consistent on-time delivery.
- Edit and publish short-form social clips averaging 48.9K views per clip across social platforms.
- Package and optimize YouTube videos from channel launch, consistently ranking among top-performing uploads.

Audacy Inc. | Rochester, NY

Board Operator / Producer (Part-Time) | Aug 2023 – Present

- Support live radio broadcasts and produce occasional social video clips to extend show reach online.

Center for Disability Rights | Rochester, NY

Digital Content & Public Relations Associate (Full-Time) | Nov 2023 – Mar 2024

- Led digital content strategy, growing audience reach from 3K to 25K in under four months.
- Analyzed post performance to optimize content strategy and expand organic reach.

LEADERSHIP

Fredonia Radio Systems | Fredonia, NY

Program Director | Sep 2020 – May 2022

- Managed programming and trained 20+ hosts, ensuring consistent quality and FCC compliance.

EDUCATION

State University of New York at Fredonia

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

