

MAXIM SHEEDY

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EDUCATION

State University of New York at Fredonia | Fredonia, NY May 2022
Bachelor of Science, Communication: Video Production
Bachelor of Science, Communication: Public Relations, Film Studies Minor

EXPERIENCE

Audacy Inc. | Rochester, NY August 2023 - Present

Board Operator/Producer

- Operated and facilitated control board ensuring all ID, PSAs and promos were played at appropriate times; while following station policies, guidelines and FCC regulations.
- Collaborated with on-air talent to understand their vision and requirements, adjusting technical setups accordingly.
- Crafted a strategic social media plan leveraging SWOT analysis insights to optimize content creation, audience engagement, and platform growth.
- Curated engaging social media reels for "The Sports Bar", showcasing dynamic content and enhancing audience engagement.

Center for Disability Rights | Rochester, NY November 2023 - March 2024

Public Relations Associate

- Produced and curated engaging content across platforms, adhering to company objectives.
- Monitored and managed social media calendars for consistent posting, and social media trends, optimizing content for maximum reach.
- Facilitated community engagement through active participation and discussion online and offline.
- Utilized analytics to track performance metrics and offered actionable insights.
- Achieved substantial audience growth, expanding reach from 3,000 to 25,000 within initial months.

AMC Theatres Webster 12 | Rochester, NY July 2017 - October 2023

Crew Lead

- Trained newly hired staff, ensuring their smooth integration into company procedures and protocols.

Crew Member

- Maintained customer service satisfaction with forward thinking strategies, focusing on addressing customer needs and resolving concerns.
- Educated customers with clear communication on promotions and cultivate customer loyalty.

LEADERSHIP

Fredonia Radio Systems | Fredonia, NY September 2020 - May 2022

Program Director WCVF 88.9 The Voice and WDVL 89.5 The Inferno

- Oversaw all programming, ensuring all ID, PSAs and promos were played at appropriate times; while following station policies, guidelines and FCC regulations.
- Scheduled and trained 20 "jockeys" for their radio shows

SKILLS

Technical: Control Board Operation | Wide Orbit Automation | Adobe Creative Suite | Microsoft Suite |

Google Suite | All Social Media Platforms | Social Media Calendars

Personal: Marketing | Fundraising | Customer Service | Excellent Communication | Organizational | Patience | Troubleshooting