

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

Aaron Talasnik

Integration Producer,
Digital Media Associate Manager, ESPN
860-766-3313
Aaron.Talasnik@espn.com

Chris Jason

Senior Manager, Product Development,
Digital Media Search Products, ESPN
860-766-7757
Chris.Jason@espn.com

Anthony Mormile

VP Mobile Content, ESPN Digital Media
860-766-3905
Anthony.Mormile@espn.com

Laura Ruel

Executive Producer, UNC News 21
UNC multimedia professor
919.962.4076
lauraruel@gmail.com

ESPN Digital Media

ESPN Digital Media Associate - Bristol, CT

9/10 - present

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/cpjw/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

-**ACCsports.com** (spring '09) - reporting internship for website that covers Atlantic Coast Conference sports included writing, editing stories, compiling Daily Links

-**Baseball America** (summer '08) - reporting internship for biweekly national publication included writing stories, researching, scouting prospects

-**The Trentonian** (summer '07) - reporting internship for daily newspaper included covering minor league baseball, college football and baseball, high school baseball

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, some experience with PHP

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