

Christian Vedder

Digital Video Specialist | Content Branding | Media

GoViral@ViralVideoKC.com

Summary

Established multimedia professional specializing in branded video content strategies, with twenty-plus years of experience in broadcast media management, photojournalism, and public relations. A modern educator applying consultative and critical-thinking methods to marketing and communications, while utilizing an extensive set of technology-based skill-sets. U.S. veteran with the highest regard for professionalism, integrity, and teamwork.

Experience

Digital Video Specialist | Content Branding at The Kansas City Star

April 2017 - Present

- Design cohesive branded video content strategies for web, social, and digital platforms.
- Develop engaging branded video concepts and opportunities for potential brand partners.
- Conceptualize and articulate clear and compelling narratives for brands.
- Identify current and future audience and advertising trends in digital media.
- Optimize video content for search to increase visibility, engagement, and conversion.
- Track analytics to set goals and measure success of digital video campaigns.

Video Marketing Consultant | Influencer at VIRAL VIDEO MARKETING#

August 2013 - Present

- Specializing in Digital Video Strategies, Content Branding, and Video SEO.
- Wistia Agency Partner.
- Kansas City's Premiere Video Marketing Authority.
- Established Kansas City's First Video Marketing Agency.

Professional Actor at SAG-AFTRA

January 2003 - Present

- Actor-performer in radio and television commercials.
- List of commercial credits include: Wal-Mart, McDonalds, Wendy's, Sonic Drive-In, AMC Theaters, Miller-Coors, Piggly Wiggly, Owens-Illinois, Ford Motor Company, Lee Jeans, Mosaic Life Care, Ottawa University, Community America Credit Union, Kansas City Royals, and Missouri Lottery.

Sports Reporter at Sirius XM Radio

August 2004 - Present

- Sports Radio Reporter for Sirius NFL Radio, College Sports Nation, and MLB Network Radio.

- Research, develop, and write sports related stories and broadcast reports
- Conduct interviews, cover press conferences, practices, sporting events and championships.
- Advanced audio recording and digital editing skills.
- Produce packaged sports audio, interviews, programs, and imaging.
- Knowledge of sports organizations, media relations, players, coaches, statistics, and history.

Sports Reporter at CBS Radio

August 2013 - Present

Sports Reporter at Fox Sports Radio

August 1999 - Present

Sports Reporter at SB Nation Radio

March 1995 - Present

Sports Reporter at WFAN Radio

2000 - Present

Photojournalism Specialist | Public Affairs at US Navy Reserve

June 2012 - May 2015 (3 years)

- Supervised the administration of U.S. Navy public affairs objectives, and guided community relations.
- Utilized relationships with local media to promote community awareness programs and special events.
- Researched and wrote press releases, covered news events, and produced photos and written captions.
- Produced photo and video documentation of field training, used for operational planning and assessment.
- Awarded: Navy Achievement Medal, National Defense Service Medal, Global War on Terrorism Service Medal, and Outstanding Volunteer Service Medal.

Special Education Teacher at Center School District 58

January 2011 - 2013 (3 years)

- Elementary (1-6) / Special Education (K-12) / Special Reading (K-12) / Early Childhood (B-3)
- Create and facilitate engaging lessons in a student-centered classroom that features inquiry-based learning, twenty-first century skills, collaboration, and authentic performance assessment products.
- Provide meaningful hands-on student learning experiences using internet based research and web quests, as well as giving students the opportunity to use multimedia applications such as podcasts, and digital publications to demonstrate understanding.
- Assess student learning using an approach that provides on-going opportunities to gauge student understanding, while fostering student accountability for managing projects, quality of work, and achieving stated goals and objectives.
- Differentiate instruction for students with varying cognitive abilities, and implement “Individualized Education Plans” (IEP) for students by creating lessons aligned to specific goals.
- Completed first of two-year eMINTS certification training (Enhancing Missouri’s Instructional Networked Teaching Strategies).

Radio Producer | Copywriter | Announcer at Carter Broadcast Group (Hot 103 Jamz & Gospel 1590)

April 2004 - January 2011 (6 years 10 months)

- Radio broadcasting professional for Kansas City radio stations KPRS-FM and KPRT-AM.
- Created radio ad copy and produced radio imaging, commercial, and promotional announcements.
- Utilized a variety of broadcast and computer technology including: audio boards, digital editing programs, and recording equipment used to create special effects, and control technical quality.

Public Affairs Broadcast Specialist at Army National Guard

January 2008 - January 2009 (1 year 1 month)

- Researched and wrote press releases, covered news events, and produced photos and written captions.
- Published, designed page and layout of monthly publication newsletter "The Santa Fe," featuring stories covering stories of interest, military training, as well as events such as sponsored NASCAR and Indy Car races that promoted the 35th Infantry Division and the Army National Guard public affairs objectives.
- Awarded: "Soldier of the Year" Army National Guard, 35th Infantry Division (2009), and Army Times Publishing Company, "Soldier of the Year" national finalist (2009). Other awards: Army Achievement Medal, and twice presented with 35th Infantry Division Commanding General's "Award for Excellence."

Journalist | Public Affairs at US Navy Reserve

January 2003 - January 2008 (5 years 1 month)

- Supervised the administration of U.S. Navy public affairs objectives, and guided community relations.
- Utilized relationships with local media to promote community awareness programs and special events.
- Researched and wrote press releases, covered news events, and produced photos and written captions.
- Produced photo and video documentation of field training, used for operational planning and assessment.
- Awarded: Navy Achievement Medal, National Defense Service Medal, Global War on Terrorism Service Medal, and Outstanding Volunteer Service Medal.
- Accomplishment: Led pre-deployment public affairs training of nearly 100 Marines preparing to deploy to Iraq, during the Marine Corps Mobilization Command PEACETIME WARTIME SUPPORT TEAM Conference in 2004 and 2008. The training provided deploying troops with prerequisite media skills for a wide-range of combat or training related scenarios, where it is necessary to effectively interact with embedded media.

Executive Producer at Carter Broadcast Group (Hot 103 Jamz & Gospel 1590)

January 2002 - April 2004 (2 years 4 months)

- Previous sports radio experience spans two-decades managing two all-sports stations (KCTE, KCKN), covering the national and regional sports scene as a talk show host, sportscaster, reporter, and producer.
- In 2004, co-Hosted Pro Wrestling Talk Show "The Main Event" with pro wrestling legend Harley Race and Richard "Big Rich" Herring on Fox Sports 1340 KCKN Kansas City, Missouri.

- Created radio ad copy, produced radio imaging, commercials, and promotional announcements utilizing a variety of broadcast and computer technology including: audio boards, digital editing programs, and recording equipment used to create special effects, and control technical quality.

Marketing Manager

January 2000 - August 2002 (2 years 8 months)

- Sales and marketing for concert and sporting events.
- Writer, producer, and talent for company radio advertisements.

Executive Producer

August 1998 - April 1999 (9 months)

- Locally produced the 1998-1999 NFL and NCAA network programming.
- Created radio ad copy, produced radio imaging, commercials, and promotional announcements utilizing a variety of broadcast and computer technology including: audio boards, digital editing programs, and recording equipment used to create special effects, and control technical quality.

Radio Producer

January 1995 - August 1998 (3 years 8 months)

- Weekend, evening, and overnight on-air talent.
- Created radio ad copy, produced radio imaging, commercials, and promotional announcements utilizing a variety of broadcast and computer technology including: audio boards, digital editing programs, and recording equipment used to create special effects, and control technical quality.

General Manager

January 1995 - June 1997 (2 years 6 months)

- General Manager April 1996 - June 1997.
- Sports Producer January 1995 - April 1996.
- First to broadcast major league auto racing in Kansas City metro area (1996), airing the Motor Racing Network's coverage of NASCAR Busch and Winston Cup Series. Prior to that time racing fans in Kansas City heard auto racing coverage from a radio station in Clinton, MO.
- Recognized by former Kansas City Star columnist Gregg Hall with a media (SOFA Award) for "Best Radio Decision (1997)" for providing a local sports talk radio programming alternative to 980 KMBZ's Don Fortune Show, which was the station and show at that time held the top spot in market for sports radio listeners.

- Credited in the book that chronicles the history of the sports talk radio genre in America. In the book, he was cited for having the belief in local sports radio programming, which was critical to the survival of Kansas City's first all-sports radio station KCTE 1510, and ultimately facilitated the evolution of local sports radio popularity in Kansas City. ("Sports-Talk Radio in America: Its Context and Culture by J.M Dempsey-2006).

Education

The University of Kansas

Master of Science - MS, Journalism: Integrated Marketing Communications, 2017 - 2019

Graceland University

Bachelor of Arts - BA, Elementary Education

Honors and Awards

2009 Army Times Magazine "Soldier of the Year" - Finalist, 2009 35th Infantry Division Association "Soldier of the Year", NOSC Kansas City "Sailor of the Quarter" 4th Qtr. FY 2003., Knights of Columbus "Shining Armor" Award.

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[Contact Christian on LinkedIn](#)