

# Joe Grimaldi

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## EMPLOYMENT HISTORY

### **90.7 FM WFUV Public Radio from Fordham University, Bronx, NY (March 2004 – May 2014)**

*Assistant Director of Technical Operations (March 2007 – May 2014) full-time*

- Increased viewership of YouTube channel from 150 to over 16,000 average daily views within three years
- Acted as supervising producer on all original audio and video content creation
- Managed 20-30 digital projects each month, worked on tight deadlines to publish original web content daily
- Expanded digital content group's productivity by over 80% by developing best practices and standard operating procedures
- Responsible for the hiring and discipline of a staff of over 20 engineers, videographers, and editors
- Created a brand identity resulting in exponential growth across all audience engagement metrics and unprecedented national syndication and exposure through partnerships with NPR Music and other local public stations
- Planned and coordinated events, including parties, concerts, galas, conference presentations, and live national broadcasts

*Broadcast Engineer (June 2005 – March 2007)*

- Worked 30 hours per week while attending Fordham University and working at Sirius Satellite Radio
- Built and maintained a \$5M studio expansion, integrating audio and networks through the facility
- Developed and implemented 4 comprehensive and integrated media archiving systems, organizing digital and analog media spanning over 25 years
- Engineered studio performances and live concerts with chart topping and Grammy Award winning musicians

*Production Assistant (May 2004 – June 2005)*

- Worked 20 hours per week while attending Fordham University
- Prepared talking points for on-air talent about industry news, pop-culture, and current events
- Composed up to the minute traffic and weather reports for live broadcast

### **Sports Broadcast Coordinator, Sirius Satellite Radio, New York, NY (January 2006 – March 2007)**

- Worked 40 hours per week as an independent contractor during the evening shift
- Facilitated the broadcast of dozens of simultaneous collegiate and professional sporting events being sourced from various distributors across North America
- Coordinated quality control and broadcast oversight with 20 to 30 individual producers each night

## ENTREPRENEURIAL & FREELANCE ENDEAVORS

### **Lead Instructor and Program Coordinator, School of Cards, New York, NY (June 2010 – May 2014)**

- Organized corporate training events, workshops, and private parties for Fortune 500 companies
- Secured lasting relationships with new and returning clients through one-to-one marketing techniques
- Taught beginner and advanced classes on poker rules, strategy, and game-theory
- Research and analysis of behavioral patterns and non-verbal communication

### **New Media Producer and Consultant, New York, NY (January 2008 – May 2013)**

- Produced short promotional films for artists and brands to be utilized in web marketing campaigns
- Advised artists and non-profits on Internet content creation, distribution, and social media strategies
- Photographed portraits and events for private clients

### **Associate Editor, Low Times Podcast, Brooklyn, NY (September 2011 - October 2012)**

- Consulted on technical needs and production requirements in the prelaunch phase of the podcast
- Edited long form interview segments and show elements on tight deadlines
- Produced complete podcasts and other audio web content

## EDUCATION

### **Fordham University, Graduate School of Business, New York, NY**

**Executive MBA** with a concentration in Management – 2014

- Traveled internationally to present course work in Istanbul, Turkey & Beijing, China
- Capstone consulting project: *Digital Transformation in Media* presented to Ogilvy, Asia Pacific

### **Fordham University College at Rose Hill, Bronx, NY**

**Bachelors of Arts** in Philosophy with a concentration in Ethical Systems– 2006

- Phi Sigma Tau, International Honor Society for Philosophers – 2005 inductee

## COMMUNITY

- Volunteered at Daya Dan Orphanage for Disabled Children with Mother Teresa's Missionaries of Charity in Calcutta, India, 2006
- Earned Eagle Scout Award from the Boy Scouts of America, October 1999

## SKILLS & SOFTWARE

Video Production (Final Cut Pro X) • Audio Production (ProTools) • Microsoft Office (esp. Power Point & Excel) • basic HTML & CSS