

Casie G. Norton

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Seeking a **Film Crew** position

Summary

Motivated, driven media professional with experience in high-stakes, high-pressure environments. Detail-orientated self-starter with five years' experience in fast-paced, award-winning TV news operation. Creative, collaborative team player looking to make an impact.

Skills

- Videography
- Communication
- Problem Solving
- Operate Cameras
- Direct Talent
- Microsoft Office
- Sound Mixing
- Ross xPression
- NC Driver's License

Relevant Work Experience

Broadcast Technician, WRAL-TV, Raleigh NC, Feb 2021-May 2026

- Controlled Ross xPression computer graphic system during pre-production, six hours of live newscasts and breaking news/continuous coverage events.
- Directed daily live-to-tape weather forecast segments that aired during national network programming.
- Completed studio set-up for morning and noon broadcasts by preparing six microphones, three remote-controlled camera systems, and two teleprompter remote controls daily.
- Operated cameras during newscasts as necessary to obtain desired shots; Suggested desirable shots to director.
- Performed as floor director by communicating show blocking with on-screen talent, relaying time cues, and serving as a liaison between directors, producers, and talent.
- Served as Ross Overdrive co-pilot by coding and executing five newscasts daily.
- Worked as an audio operator during live and recorded news. Set up and tested microphones and interruptible foldback (IFB). Managed sound fifteen live sources in-studio and in the field.

Education

North Carolina State University, Raleigh, NC, Class of 2020

- Bachelor of Arts, Communication Media; Magna Cum Laude

Other Work Experience

Student Fundraiser, NC State University Call Center, Raleigh, NC, June 2019- August 2020

- Phoned prospects on behalf of NC State to improve fundraising and stewardship for the university.
- Delivered prepared scripts to prospects to persuade donation or survey engagement.
- Met and exceeded goals as outlined by the program center manager.

Other Work Experience, continued

Promotions Assistant, 99.9 The Fan WCMC-FM, Raleigh, NC, June 2019- March 2020

- Assisted with the preparation and coordination of station events and live broadcasts.
- Served as an ambassador for the stations' events and promotions.
- Greeted the public, worked with clients, and handled event required activities, including event set-up and breakdown, packing promotional materials and event supplies, updating station social media accounts, taking photos, operating broadcasting equipment and other clerical tasks as needed.

Order Fulfillment Associate, The Home Depot, Garner, NC, Jan 2017- June 2019

- Prepared customer orders for pick up, will call, or delivery.
- Created an outstanding customer order fulfillment experience by providing product information, recommendations, answering order status questions and loading vehicles.
- Greeted customers, directing them to store departments or merchandise, assisting other departments when necessary.
- Operated equipment according to company safety standards to assist in moving merchandise.

Deputy Canvass Manager, Community Outreach Group, Aug 2016- Nov 2016

- Responsible for performance and welfare of 140 employees.
- Collaborated with Canvass Manager to develop and implement all components of a strategic canvassing operation in a key metropolitan area, Raleigh and Wake County NC
- Met ambitious weekly goals for recruitment and results.
- Recruited, trained, and supervised canvassers.
- Communicated and coordinated regularly with client and/or partners.

Intelligence Sergeant, United States Army, Sep 2010- Oct 2015

- Led and instructed intelligence sections and squads (two to fifteen subordinates) in intelligence and security tasks.
- Supervised and prepared the production of information products to support the local senior manager's decision-making process.
- Analyzed information to identify knowledge gaps and determined subsequent information collection requirements.
- Drafted regular and special information reports, plans, and presentations.