

Kirby J. Hardy, IV

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Experience

BB&T Corporation, Institutional Services, Raleigh, North Carolina, August 2005-Present

Video Marketing Director:

Primarily responsible for production and distribution of informational videos for in-house use and for external BB&T IS clients. Production responsibilities include, but are not limited to, scripting, graphic art, photography and editing. Also serve as anchor/voice over talent in each video. Facilitate marketing meetings with potential clients interested in implementing video communications. Build and maintain relationships with clients, nearly 100 Institutional Services employees, HR personnel and upper BB&T management. Responsible for organizing, filing and archiving each video in the BB&T Institutional Services Archive. Supervise technical aspects of video production and marketing including editing, graphics and video software. Generated new revenue and cost savings of nearly \$100,000 in 2006.

WRAL-TV, Raleigh, North Carolina, November 2001-August 2005

Sports Reporter/Photographer:

Responsible for photography, writing and reporting of mainstream high school, college and professional sports. Enterprising and reporting of special interest feature stories including a piece on a blind long jumper, financial losses of the WUSA and a professional baseball player's return to the game after a battle with cocaine. Associate producer for "Football Friday," an award-winning high school football show. Maintain relationships with media relations specialists in college and professional sports across the country including football, basketball, baseball, motor sports and golf. Photographed and reported special events including Super Bowl XXXVIII, Coca-Cola 600, SpeedWeeks at Daytona, NASCAR Media Tour, Wachovia Golf Championship, Men's and Women's NCAA and ACC basketball tournaments and the Stanley Cup Playoffs.

WHAG-TV, Hagerstown, Maryland, May 2000-November 2001

Sports Reporter/Photographer/Anchor:

Responsible for reporting and anchoring mainstream high school, college and professional sports across Virginia, West Virginia, Maryland and Pennsylvania. Developed and reported feature stories, anchored and reported weekly high school football show "Friday Night 5th Quarter," covered special events including NJCAA basketball tournament, Super Bowl XXXV and the Pocono 500.

WRAL-TV, Raleigh, North Carolina, February 1996-May 2000

Sports Producer/Photographer, Feed Coordinator, News Assistant, Volunteer

Education

University of North Carolina at Chapel Hill, Chapel Hill, NC
Bachelor of Arts in Journalism and Mass Communication, May 1998

Professional Development

Ethics in the Workplace seminars
Kenan Institute for Ethics, Duke University, Durham, North Carolina, January-May 2004

Technical and Computer Skills

Digital Video Cameras (Sony and Canon), Serious Magic Visual Communicator, Pinnacle Studio and MediaSuite, Camtasia Studio, Microsoft Producer, Encoder, Office PowerPoint, Office Excel, Office Picture Manager, Office

Outlook, Word, and Windows, Roxio Easy Media Creator, Retrospect Express HD 1.1, DVD/VHS Burning, High-Definition video and editing equipment, microwave truck operation, Newstrac, Pathfire video service, Associated Press and North Carolina wire service, World Wide Web

Community Service

Cary/Apex Junior Miss Scholarship Program, 2003-2004

Class project mentor for Journalism student at Meredith College, Spring 2003

Awards and Nominations

Emmy Award nomination for “Panthers on the Prowl” Special Event, National Academy of Television Arts & Sciences-Nashville/Mid-South Chapter, 2005

Emmy Award nomination for “US Open at Pinehurst” Sports Coverage, National Academy of Television Arts & Sciences-Nashville/Mid-South Chapter, 2006