

Alex Scharg

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Education:

Bachelor of Arts: Journalism; Bachelor of Arts: Media Information

September 2010 - May 2015

Michigan State University, East Lansing, MI

- School of Journalism's Most Outstanding Senior — 2014
 - Serwach Leadership scholarship — 2014
 - Joe Falls scholarship — 2014
 - Outstanding Achievement in Journalism recipient — 2013
 - Dean's List
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Experience:

Partner, Co-founder

September 2016 - Present

Flow Video, Detroit, MI

- Produce engaging videos for businesses and organizations to use for sales, marketing and fundraising.
- Procure clients, service, and advisory, while managing all operational aspects of company
- Total sales volume of over \$175,000 within first fiscal year, and \$355,000 in second fiscal year
- Lead team of five full-time team members with locations in Michigan and New York area.
- Clients include Michigan State University, Warner Brothers, Level One Bank, Kettering University, University of Michigan Flint, United Nations Watch, Jewish Federation of Metropolitan Detroit, South Oakland Shelter, Friendship Circle, Wayne State University, Neighborhood SEEN.

Operations Coordinator, Digital Media/Digital Asset Management Intern

February 2016 – August 2016

Rock Ventures, Detroit, MI

- Produce videos, photos and digital media content directly for NBA owner and businessman, Dan Gilbert
- Film and edit Cleveland Cavaliers franchise documentary, currently in post-production
- Research and implement password management, equipment checkout, and project management system
- Build custom metadata layouts and fields for thousands of company-wide assets, through CatDV Pegasus client
- Film creative video content for Fathead, Xenith, Bedrock Detroit, Quicken Loans and other local companies
- Provide administrative and operational coordination to a 13-person team

Fill-In Freelance Videographer

June 2015 - December 2015

Fox Sports Detroit, Southfield, MI

- Shoot press conferences, player interviews and stand-ups for Detroit Tigers games and Pistons events
- Work closely with reporters and production team to execute live, on-air broadcasts

Founder, Director

May 2013 - June 2015

MSU Impact Sports, WDBM 88.9FM, East Lansing, MI

- Founded fully-credentialed press organization on the MSU campus; recruited and supervised staff of over 60 undergraduates
- Coordinated multimedia, student-run sports bureau that covered all MSU athletic programs, eventually acquired by MSU student radio station
- Established operations in video, communications, marketing, graphics and reporting
- Supervised the implementation of a multimedia, online community in audience retention and design
- Cultivated over 40,000 worldwide users and 200,000 pageviews

Producer, Board Operator

September 2012 – June 2015

Spartan Sports Network, East Lansing, MI

- Produce radio broadcasts for MSU Hockey, Basketball, Softball, Baseball and Volleyball games
- Report live hockey updates at intermission and produce audio content for the web via CMS

Producer, Co-Host

June 2012 - April 2015

WKAR-TV 870AM, East Lansing, MI

- Produced daily sports talk radio show “*Current Sports*” for 870AM, Lansing
- Hosted sports talk show on fill-in basis and co-hosted on daily basis. Topics included MSU Athletics, local high school sports, and Detroit professional sports
- Recruited and booked guests for interviews; coordinated show agenda and topic outlines for daily radio show
- Filmed Rose Bowl documentary along with a variety of sports videos for “*Current Sports*” television show

Sports Web Producer

September 2013 - April 2014

WLNS-TV, Lansing, MI

- Produced print content to accompany video highlights on “5th Quarter” web page
- Responsible to Sports Director, Fred Heumann

Campus Representative

February 2012 - December 2014

Youth Marketing Connection, Boston, MA

- Increased sales and awareness of brands through custom sampling, SWOT analysis and social media
- Partnered with Miss Michigan, Elizabeth Wertenberger; affiliated with Adam West, and 50 Cent to efficiently execute branding

ASMSU Representative

September 2011 - April 2012

MSU Hillel, East Lansing, MI

- Accessed fiscal information and presented budget proposal to ASMSU Programming board for MSU Hillel events
- Secured all proposed finances in budget proposal exceeding \$12,000

Student Assistant

June 2011 - August 2011

MSU Academic Orientation Program, East Lansing, MI

- Assisted students with computer enrollment and other technology-related services
- Collaborated with Resident Assistants and other staff members to assist incoming MSU students
- Used curriculum knowledge to support students' scheduling needs

Rush Chair, Social Chair, Academic Chair

January 2010 - May 2013

Alpha Epsilon Pi, East Lansing, MI

- Recruited highest number of spring members in local fraternity history, teaming with committee members
- Planned social and philanthropic events with \$13,000 in allotted funds
- Supervised fraternity study hours and established first tutoring program for new members

Legal Intern*Giarmarco, Mullins & Horton P.C. Troy, MI*

June 2010 - August 2010

- Managed clerical duties including: court document filing, process serving, and client analysis
- Obtained court documents through FOIA; assisted in various client and contractual tasks
- Worked under lawyers Ben Gonek and Travis Mihelick

Gardener and Landscaper, Southfield, MI

June 2010 - August 2010

- Maintained private estate through lawn maintenance and gardening

Production Director, Show Host, Disc Jockey

September 2009 - June 2010

Bloomfield Community Radio-WBFH, Bloomfield Hills, MI

- Hosted weekly talk show on 88.1FM, focusing on local sports and news topics
- Developed promotional content, PSA's, and a variety of on-air spots

Founder, Director, Counselor*Alex's Sports-n-More Day Camp, Bloomfield Hills, MI*

June 2009 - August 2009

- Developed camper teambuilding and sports acumen with more than 10 different sports and activities
- Promoted camp through word-of-mouth and custom sampling, accumulating 24 full-time campers
- Hired and supervised staff to assist in program implementation

Stock and Sales Associate*Sock-it-to-me Inc., Birmingham, MI*

July 2006 - February 2009

- Customer sales; participated in daily activities of merchandising, stock and computer work
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Skills:

- **Mastery:** Storytelling, Broadcast Writing, Password Management, Sony XD, DSLR, Adobe Audition, Audacity
- **Proficient:** Final Cut Pro, Audio VAULT, Drupal, Sony XD, Social Media, CatDV, Avid, Wordpress, Scotts, Simian, Panasonic 2, Microsoft Office Suite, AP Style, Pro Tools
- **Understanding of:** Adobe Photoshop, Bridge, Premiere, Tieline, Bluebox, WorldNow, Core Publisher, ENPS, HTML, CSS, Spanish

Awards:

- Goldman Sachs 10K Business Program Graduate — 2018
- Kadima Volunteer of the Year — 2016
- Best Documentary at Michigan State Film Festival — 2016

- Michigan Association of Broadcasters Best In Category, Sports & Recreation — 2015
 - Ryan Rosman Angel Award recipient — 2014
 - Michigan Association of Broadcasters Leicinger-Biederman scholarship — 2014
 - Alpha Epsilon Pi's Most Outstanding International Delegate — 2012
 - Youth Marketing Connection's Bonus Competition Winner — 2012
 - John Drury Radio Awards Best Promo and Radio Drama — 2010
 - MAB Sports Play-By-Play Bronze Medal — 2009
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Volunteering:

- Jewish Federation's NEXTGen Detroit, *Bloomfield Hills, MI (Current Board Member)*
 - Pro-Literacy Detroit, *Detroit, MI (Current Advisory Board Member)*
 - Kadima, *Southfield, MI (Current)*
 - American Foundation for Suicide Prevention, *Detroit, MI (Current)*
 - The Well, *Detroit, MI*
 - MSU Hillel, *East Lansing, MI*
 - Jewish Home for the Aged, *Oak Park, MI*
 - Alpha Epsilon Pi, *Indianapolis, IN*
 - Summer in the City, *Detroit, MI*
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Publications:

- <https://www.kadimacenter.org/blog/a-sports-connection>
 - <http://www.michipreneur.com/three-most-common-conflicts-with-online-communities/>
 - <http://impact89fm.org/sports/author/alex-scharg/>
 - <https://vimeo.com/alexscharg>
 - Additional publications of podcast, articles, and videos are available upon request
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Conferences:

- Digital Summit, *Detroit, MI*
- Podcast Midwest, *Chicago, IL*
- Committee for Accuracy in Middle East Reporting, *Boston, MA*
- American Israel Public Affairs Committee, *Washington D.C.*