

Charles R. Schell

Broadcast IT & Engineering Professional

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Summary

- Hands on IT Manager, System Administrator and Network Engineer with over 15 years newsroom, broadcasting and digital asset management experience
- Core systems design: Routers/Switches, mail servers, FTP servers, VM servers, backup servers, application servers
- Expert understanding of broadcast, newsroom and automation workflows from Ingest to Master Control
- Experienced and comfortable ensuring 99.9% uptime levels in 24x7 on-call technical environments
- Interfaced with a vast array of vendors, equipment and technologies giving me broad and substantive depth
- Authority with exposing points of failure and disaster recovery planning

Key Strengths: Vision, Leadership, Organization, Troubleshooting and Persistence

Professional Experience

IT Network Engineer

WNCN-TV CBS17, Raleigh, North Carolina

Present

Supporting On-Air HD Newsroom and Automation server systems as well as providing Tier II support to newsroom, sales, marketing, business, promotions and web staff in a complex CBS affiliate broadcast facility (DMA: 27)

- Systems: Grass Valley Stratus and Edius, AP/ENPS NRCS, Chyon Graphics, Sony ELC and WSI Weather Systems
- Primary focus migrating old Media General environment to new Nexstar Media Group network and naming conventions
- Focused on 99.9% up time, systems organization, documentation and workflows

Beer Den Master

Lowe's Foods, LLC, Raleigh, North Carolina

2015 - 2018

Cicerone certified beer and wine department lead responsible for delivering 'The Beer Den' experience to guest in the highest volume Lowe's Foods in the Triangle (8 taps with 60-80 keg running inventory)

Project Manager/Support Engineer - News Division

Masstech Group, Raleigh, North Carolina

2013 - 2014

Provided international project management, integration and sales support for industry leading content sharing and long-term newsroom archiving vendor. Created, delivered and refined client product presentations with supporting RFPs, Design Documents and SOWs for MAM workflows

- Managed system deployments for over 30 newsrooms within first 6 months for major broadcast companies
- Delivered over 100 remote newsroom training sessions to end users
- Developed and managed company's project management strategy and portal

Manager, Information Technology

KSDK-TV, St. Louis, Missouri

2011 - 2013

Department lead responsible for the On-Air HD Newsroom, Automation and Commercial Traffic server systems as well as supporting the daily IT function for over 180 newsroom, sales, marketing, business, promotions and web staff in a top-rated complex NBC affiliated broadcast facility (DMA: 21)

- Maintained Bitcentral and Omneon HD broadcast installations, Crispin Automation, Grass Valley Edius editing platform, AP/ENPS Newsroom System and WSI Weather Systems
- Focused on 99.9% up time, revenue streams, systems development, organization, documentation and workflows
- Refined mobile newsgathering systems for 'backpack' MMJs - field ingest/editing/exporting, streaming, FTP transport and content transcoding (Rhozett and Telestream)

Director of Technology

News 14 Carolina, Raleigh, North Carolina

2001 - 2010

Senior department head responsible for technical vision, budgeting, project management and physical infrastructure in complex Cisco LAN/WAN 24x7 networked television environment (150+ users) with newsrooms, studios, data centers, towers and bureaus in 3 top 50 markets (DMA: 22, 25, 46)

- Managed over \$22 million in capital investments that included initial channel start-up, mergers, market expansions and equipment life cycles and system upgrades. Expertly managed annual capital and expense budgeting processes and negotiated vendor support agreements
- Directed critical expansion projects to Charlotte, Greensboro and Wilmington, NC that increased broadcast footprint from 300,000 subscribers to over 1.5 million subs, which decreased 'cost per sub' from \$1.50 to .28¢
- Developed robust automated 'on air' graphics and ticker system for elections, school closings, stocks, sports, severe weather, breaking news, Amber and Silver alerts, generic and head line crawls along with other news identifying graphics and supers that increased revenue opportunities and timely delivery of information to the viewer

Technical Competencies

Broadcast Systems:

ENPS, iNews, Dalet, VIZRT, Miranda
Bitcentral, Omneon, Crispin, Harris, AVID, Apple FCP,
Grass Valley Edius, Sony Vegas Pro
WSI & Weather Central Systems
Telestream Vantage, Rhozet
TVU, LiveU, Dejero

System Administration:

Microsoft DNS, DHCP, DFS, SCCM, IIS, WSUS
Active Directory & GPO Administration (+LDAP)
VMWare Server and Desktop Virtualization
NAS & SAN Management (RAID/Array Configuration)

Networking:

LAN/WAN, TCP/IP, VLANs, IP Addressing & sub-netting
Cisco Routers, Switches, ASA, VPN and Wireless AP
Cisco Call-Manager, Unity & Avaya VoIP System

Tools:

Microsoft Visio
Microsoft Office Suite - Word, Outlook, Excel, Power Point
PowerShell & Scripting
Symantec Enterprise Anti-Virus Management
Symantec Enterprise Back Up Exec (spinning disk & tape)
Service Desks and Trouble Ticket Systems
SolarWinds & Spiceworks Monitoring

Web Development:

HTML, .ASP, .CSS, JavaScript
Adobe CS Photoshop, Dream Weaver, Fireworks
Word Press Design & MySQL Management
Word Press Themes & Plugins
FTP Local/Remote File Management
BLOGS, SEO & Social Media Portals