

Mike Mueller

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Work Experience

Communications Specialist

April 2015 - Present

The Hannon Group

- Contractor for Energy Department's Energy Efficiency and Renewable Energy (EERE) Communications Office
- Team lead for **Amped Up**, responsible for generating, writing and editing stories for bi-monthly online magazine publication
- Team lead for **EERE Insider**, responsible for successful launch of new internal bi-weekly newsletter, along with generating, writing and editing stories for publication
- Team lead for drafting EERE's first internal communications plan and assisting in the re-design of EERE's i2 intranet
- Produce promotional videos and photography for EERE internal/external content

Freelance Multimedia Producer/Writer

September 2007- Present

Various

- Most highly trafficked Bleacher Report columnist covering Penn State football and Syracuse University basketball
- Regularly pitch and write sports and human interest stories for Providence Business News, BleacherReport.com, PennTrackXC and other websites
- Produced video for MedStar Rehabilitation Network featuring medical news and doctor interviews

Teacher/Communications Director

August 2011 - April 2015

Truesdell Education Campus, Washington, D.C.

- Managed school's website and social media presence on Twitter, Facebook and Instagram
- Produced video segments for administrators to promote school initiatives and programs
- Special ed teacher, grades 5-8

Sports Anchor/Reporter

November 2006 - 2010

WTAJ-TV, Altoona, PA

- "One-man-band" photojournalist, writer, editor and reporter/anchor, delivering stories for multiple daily newscasts
- Organized, wrote and produced award-winning weekly high school football show, Sportsbeat, and Penn State football show, Nitwits
- Produced and performed live telecasts at professional, collegiate and local sporting events
- Built station's Web and social media presence using Facebook and Twitter

News/Sports Anchor/Reporter

November 2004 - 2006

WHSV-TV, Harrisonburg, VA

- Acted as photojournalist, writer, editor and reporter to deliver news and sports stories for multiple daily newscasts
- Built technical video production skills using linear and non-linear editing systems, professional cameras, lighting equipment and software programs such as Adobe Photoshop

Education

May 2004

Syracuse University

S.I. Newhouse School of Public Communications

B.A. Broadcast Journalism

Skills

Multimedia Production/Editing

- **Linear and non-linear video editing**
Final Cut Pro, DVC Pro, Avid, Adobe Premier
- **Video**
Panasonic P2, DVC Pro, Beta, DSLR cameras
- **Design**
Adobe Photoshop, Adobe InDesign
- **Web**
Blogging, Search Engine Optimization, Basic HTML, Various Content Management Systems
- **Social Media**
Facebook, Twitter, Instagram, Google Plus
LinkedIn, Pinterest

Notable Achievements

Communications

- Led communications team in launching **EERE Insider** internal newsletter
- Developing internal communications plan for Office of Energy Efficiency & Renewable Energy
- Created marketing campaign to get Clearfield's 'Bisons' nickname into Webster's Dictionary
- Re-united mother and child with unique feature report
- TV segment "Mueller's Memories" that focused on human interest features in community
- Covered high-profile sporting events including Super Bowl and Rose Bowl runs

Education

- Led blended learning math initiative
- Started track and cross country programs
- Created school-wide uniform policy
- Rated highly-effective in 2012 and 2013
- Selected as Leading Educators Fellow and DC Teaching Fellow

College

- Cross Country and Track and Field (2000-02)