

# Rich Pasenow

Clarkston, Georgia

## Summary

My career path has been called "non-linear." I take that as a compliment. While my father worked 30 years for the same company, that trait apparently skipped a generation in me. However, I have a unique set of skills and experiences that aren't matched in too many people. From covering the fall of the Berlin Wall for CNN to organizing billfishing events in the Caribbean to owning an ice cream shop in Hawaii, each of my experiences has contributed to the person I am today. The TV news business taught me to be relentlessly deadline oriented, owning a business gave me management and business acumen, training clients on new software taught me patience and empathy. Yes, it would have taken much less time to get an MBA, but way less fun.

## Experience



### Software Product Manager

The Weather Channel

Jan 2017 - Present (5 years 7 months +)

I am responsible for the analysis of the competitive environment, customers, and product metrics to determine the right feature set to drive engagement and usage. I work with product teams and other cross-functional team members, and help to bring features live to the site and clearly communicate product benefits to our users and internal stakeholders. I specialize in Dalet Media Asset Management and Tableau.



### Content Media Coordinator/Digital Asset Manager

The Weather Channel

Apr 2011 - Jan 2017 (5 years 10 months)

Responsible for the managing of digital media assets, naming convention assignment to media assets, maintaining and updating metadata associated with media assets, and assisting with server management for all assets within the media server. Also responsible for ensuring compliance of licensing rights following guidelines outlined by the Media Manager, Assignment Desk and the Legal Department. I work closely with Media Operations, Cross Platform (Web and Mobile), Video Acquisition Center, Content Center and Archives to maintain the quality and media specifications for long term usage of all digital assets.



### Freelance Content Media Coordinator

The Weather Channel

Dec 2010 - Apr 2011 (5 months)

Responsible for the managing of media assets, naming convention assignment to media assets, maintaining and updating metadata associated with media assets, and assisting with server management for all assets within the media server. Also responsible for ensuring compliance of licensing rights following guidelines outlined by the Media Manager, Assignment Desk and the Legal Department. I work closely with Media Operations, Cross Platform (Web and Mobile), Video Acquisition

Center, Content Center and Archives to maintain the quality and media specifications for long term usage of all digital assets.



## **Freelance Video Editor**

The Weather Channel

Jun 2010 - Apr 2011 (11 months)

Contract video editor using Final Cut Pro for editing content for air. Worked closely with producers, assignment desk, Content Media Coordinators and On Camera Meteorologists.



## **Owner**

Scandinavian Shave Ice

Mar 2007 - Apr 2010 (3 years 2 months)

Owned and operated a landmark business in the Kona area, known across the world as both a local and tourist stop for shave ice, ice cream, and Internet access. We raised revenue our first year in business by 82%, and increased our presence on the Internet and social media. We created and expanded a catering service, serving our products from street fairs to the vacation homes of the rich and famous.



## **Production Manager**

International Media Productions

Nov 2005 - Jul 2006 (9 months)

Production Manager for several sportfishing shows aired on ESPN 2 and produced in the Carribean. Handled daily office tasks, accounts payable/receivable, payroll, hiring of up to 12 freelance crews, travel coordination, manager of post-production, liaison with ESPN managers to ensure deadlines were being met. Traveled to Caribbean locations to coordinate shoots, manage equipment and tape stock, schedule crews for shoots.



## **Senior Systems Consultant**

Marketron

Nov 2001 - May 2005 (3 years 7 months)

I traveled to client sites to train up to 100 people on Radio and TV Traffic Management software. Created schedules and agendas and responsible for live date switchover from old to new software. Consulted on nearly 40 installs ranging from small radio stations to NBC/Telemundo TV networks. Created online training classes and follow up materials for clients. Prioritized client feature requests to our IT department.



## **Video Editor**

KPIX-TV

Dec 2000 - Nov 2001 (1 year)

Worked with producers and reporters to edit stories for broadcast under strict deadline pressure.



## **Video Editor/Master Control Intake**

KRON-TV

Jul 1997 - Sep 2000 (3 years 3 months)

Edited stories for broadcast under strict deadline pressure. Worked in Master Control room coordinating several live truck intakes for live news broadcasts.



### **Owner**

#### **International Video Yearbooks**

Jun 1995 - Jul 1997 (2 years 2 months)

Owned and operated franchise company that produced video/CD-ROM yearbooks for high schools. Worked with school yearbook staffs to shoot and organize an entire school year's events. Logged each event for editing. Created rough cut of events to show yearbook staffs and school staff. Conducted sales calls with prospective schools.



### **Video Editor/Videographer**

#### **KXTV**

Nov 1992 - Jun 1995 (2 years 8 months)

Shot and edited news stories for news shows. Operated microwave live truck for live broadcasts.



### **Videographer/Editor**

#### **Cable News Network**

Sep 1986 - Nov 1992 (6 years 3 months)

Shot and edited news stories for CNN, CNN Headline News, CNN Newsource, CNN Telemundo, Airport Channel. Covered major news events such as the fall of the Berlin Wall, the Loma Prieta Earthquake, several Space Shuttle Launches, and many more. Responsible for all television equipment while traveling.

## **Education**



### **Kent State University**

BA, Telecommunications

1982 - 1986



### **Elyria High School**

High School, College/University Preparatory and Advanced High School/Secondary Diploma Program

1978 - 1982

## **Licenses & Certifications**



**Learning SQL Programming** - LinkedIn



**Introduction to Web APIs** - LinkedIn



**Product Management: Building a Product Strategy** - LinkedIn

 **Technical Product Management** - LinkedIn

 **Technology for Product Managers** - LinkedIn

## **Skills**

Video • Broadcast • Editing • Social Media • Television • Storytelling • Video Production • New Media • Digital Media • Final Cut Pro