

THOMAS SZYMANSKI

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[Portfolio of Video Work](#)

SUMMARY

Crafting compelling stories that resonate through video, writing, and graphic design.

WORK EXPERIENCE

UNM Health Sciences – Video Producer & Communications Specialist (Sep 2023 – Present)

- Produced over 30 video stories annually supporting Workforce Development, Academic Recruitment, Patient Education, and Scientific Research.
- Generated millions of views with content across newsroom, broadcast TV, and social platforms.
- Documented UNM Street Medicine Program which led to increase in grants and fundraising.
- Produced videos on cutting edge Microplastics Research which led to national media attention.
- Created internal messaging with UNM Hospital Executives and University.
- Partnered with 12+ departments to translate complex medical topics into accessible stories.
- Photographed Portraits for Leadership and Staff.

Hutton Broadcasting – Freelance Editor (June 2023 – Present)

- Edited commercial videos for clients in New Mexico and Colorado.
- Edited promotional videos for tourism clients in New Mexico.

KOB-TV – Assistant Creative Services Director (Dec 2012 – Mar 2023)

- Helped manage Creative Services team including 3 Promotions Producers
- Delivered 50+ campaigns per year across on-air, digital, and social media.
- Led promotions that outperformed unpromoted content by 2:1, increasing audience engagement.
- Created mission-driven campaigns such as “Give 4 the Holidays”, which delivered 600 beds, 50,000+ meals, and clothing for over 100 children.
- Contributed during NMBA Television Station of the Year wins in 2019, 2020, and 2021.

Reelz Channel – Promotions Producer (Apr 2010 – Dec 2012)

- Produced network sizzle reels leading to increased advertising and revenue.
- Produced 40+ on-air promo spots per month for national cable network.
- Led network-wide campaigns for Emmy Award-winning series, and major programming debuts.

KOAT-TV – Promotions Producer (Jun 2006 – Apr 2010)

- Produced promotional news campaigns and PSAs for #1 ranked station in a top-50 market.
- Pioneered the station’s Viewer Videos program, integrating audience content on-air and online.

KOB-TV – Graphic Designer (Sep 2000 – Jun 2005)

- Designed 80–90 graphics daily for live newscasts in a fast-paced broadcast environment.

SKILLS

Creative Direction

- Marketing campaign development | Brand Integration | Multi-platform content delivery

Video Production / Videography

- Directing talent | Managing production crews | Multi-camera shooting | ENG, DSLR, and Cinema Camera Operation | Lighting design | Gimbal Operation | Drone Operation

Post-Production / Editing / Graphic Design

- Adobe Premiere Pro | After Effects | Photoshop | Motion graphics | Visual effects | Sound design | Audio mixing | Video editing

NON-PROFIT VIDEO PRODUCTIONS

Produced videos with the following groups with the result of increased awareness, participation, and charitable giving.

- The Peak Radiothon
- Duke City Recovery Toolbox
- UNM Project ECHO
- UNM Foundation
- UNM Children's Hospital
- Ronald McDonald House of New Mexico
- New Mexico Ice Wolves
- New Mexico State Fair
- Albuquerque International Balloon Fiesta
- Roadrunner Food Bank
- Locker 505
- Albuquerque Community Foundation
- United Blood Services
- Scouts BSA
- Bedz 4 Kids
- Albuquerque First
- River of Lights
- New Mexico Appleseed
- New Mexico Veterans Helping Pets
- Pay it 4ward
- Loving Thunder Therapeutic Riding
- New Mexico Magazine True Heroes
- New Mexico artists and musicians
- Battle of the Badges Blood Drive
- Albuquerque BioPark Zoo Music
- New Mexico Special Olympics
- KOATs for Kids
- Big Brothers Big Sisters

EDUCATION

- University of South Carolina | Bachelor of Arts | 1996 – 1999
Concentration: Media Arts / Advertising | Dean's List, Honors College

REFERENCES

Chris Ramirez, MPA

Director of Communication | University of New Mexico Health

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Parker Harms

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Nicole San Roman

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Jim Allen

Brand & Creative Marketing Manager | The Downs Racetrack and Casino

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