

# Mark Payton

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## Media Experience

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### **River City Live WJXT**

#### **Host & Producer** (September 2015 to Current)

Currently hosting River City Live, an unscripted lifestyle and entertainment show covering local stories, national trends and health topics. Assists with all aspects of the show from: booking segments, producing, writing and editing packages, stacking the show and develops and writes “Host Chat” on daily basis. Also assists with the sales aspect of the show from meeting with clients to developing scripts and content for the client.

### **The Daily Buzz**

**Host/ Head Comedic Writer & Producer** (May. 2012— August 2013.Independent Contractor August 2013 to April 2015) Wrote, Produced and Hosted the national morning TV show. Created and published original content for TV and the web. Specialized in comedic segments about news, pop culture and politics. Experience with live breaking news, world news and anchoring.

### **OneMinuteNews.com**

#### **Anchor/Marketing Director** (Feb. 2011—May 2012)

OneMinuteNews.com, a social media company streaming news commentary and analysis on the web with a millennial target audience.

- Wrote, produced and delivered original content on world news. Specialized in news satire.
- Increased visibility on the web and ultimately drove “unique” visitors by over 200%. Optimizing SEO, and customizing original content and “story selection” to compete in the crowded space of news on the web.
- Tracked and analyzed informatics, data and trends on YouTube’s platform.
- Created and developed Anchors with Edge. A social media platform allowing user generated journalism. The platform drove OMN’s social network that allowed viewers to share their views and voice on news.
- Marketed OMN’s original content to key distribution channels across TV, Mobil and Digital platforms
- Successfully worked with YouTube’s news team and obtained a partnership. Develop a thorough understanding of YouTube’s playbook, algorithms, trends and best practices.

### **Lakeshore News Tonight, Merrillville IN-DMA #3**

**Reporter, Videographer and Writing Intern** (Feb. 2010—Feb. 2011): Experience reporting from the anchor desk and in the field. Line produced newscasts. Produced motion graphics. Filmed and edited packages. (interesting note: while working a full time job as a healthcare consultant, I worked an additional 25 hours a week as an unpaid intern for a year in order to get news experience: writing, shooting editing and being an on air talent)

### **UMTV Television Network, Chicago IL- DMA #3**

**Host/VP of New Business Development** (Jun. 2007—Jan. 2010): Hosted the “Urban Mix” Show on FOX Chicago and Comcast. Anchored remotes. Produced the show and lead the business development team. Marketed the program to local TV stations, domestic and foreign television networks, and sold advertising for the show.

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## Education & Training

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<b>1995-1999</b>	Bachelor of Science in Community Health, University of Illinois, Champaign-Urbana
<b>2000-2002</b>	Masters of Business Administration, Saint Xavier University, Chicago IL
<b>2007-2008</b>	Improvisation Program, The Second City, Chicago, IL