

Wes Cooper

Production Manager

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SUMMARY

Creative, adaptable multimedia producer with a proven track record of elevating live sports entertainment and strengthening fan engagement. Skilled at turning big ideas into clean, impactful visuals and experiences—both in-stadium and across digital platforms. I bring strong leadership, crisp storytelling, and a calm, solutions-first mindset to fast-paced gameday environments. Ready to bring energy, creativity, and precision to a major-league organization.

SKILLS & PROFICIENCIES

- Advanced in Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, etc.), ENPS, ProPresenter, PVP, VMix Pro, ShoFlo, Microsoft Office, and multi-platform content workflows.
- Strong videographer with a sharp creative eye; experienced in shooting, editing, and producing dynamic digital and in-stadium content.
- Skilled at managing multiple high-priority projects with tight deadlines while maintaining quality and consistency.
- Confident writer and producer for broadcast, promotional copy, scripts, and social media.
- Effective team leader who thrives in collaborative production rooms, control rooms, and offices.
- Excellent communicator able to build trust with talent, staff, and community partners.
- Comfortable navigating high-pressure, live-event environments with professionalism and composure.

EDUCATION

Bachelor of Arts, Journalism

University of Mississippi - Oxford, MS

2013-2017

WORK HISTORY

Production & Press Box Manager

Diamond Baseball Holdings, Augusta GreenJackets, Augusta, Ga.

March 2023 to present

- Creates graphics and video content for GreenJackets games, SRP Park events, and digital channels, bringing marketing ideas to life with clear, engaging visuals.
- Translates marketing campaigns into creative content that supports key brand goals.
- Works with the marketing to build and manage the season-long promotional calendar, boosting attendance and community engagement.
- Leads a team of 15+ seasonal staff, handling training, scheduling, and in-game production to keep every show running smoothly.
- Serves as the showrunner and producer for game broadcasts on MiLB.tv and Bally Sports.
- Writes and runs the in-stadium entertainment program, combining live elements, video, and sponsor features to create a memorable fan experience.
- Leads major upgrades to press box and production equipment—videoboard systems, cameras, and control room tech—to raise the quality of both in-stadium and broadcast presentations.

Multimedia Journalist

Nexstar Media Group, WATE-TV, Knoxville, Tenn.

January 2022 to February 2023

- Researched, shot, wrote, and edited daily news packages for both live and pre-recorded segments.
- Anchored weekend morning and evening newscasts, offering a calm, credible, and engaging on-air presence that built viewer trust and retention.
- Provided rapid, reliable coverage during breaking news events, often producing live hits and updates within minutes of events unfolding.
- Collaborated closely with producers, photojournalists, and digital teams to deliver cohesive, multiplatform reporting tailored for both broadcast and online audiences.

Multimedia Journalist

Nexstar Media Group, WJBF-TV, Augusta, Ga.

June 2018 to December 2021

- Versatile one-man-band reporter, covering diverse topics across the Central Savannah River Area (CSRA) with a focus on local news and community issues.
- Built and maintained strong relationships with community leaders, officials, and residents that I still have to this day to break exclusive stories and provide trusted, hyper-local coverage.
- Delivered in-depth, high-impact political coverage, including live field reporting from gubernatorial elections in Atlanta and Athens, and real-time updates on critical local races throughout the region.

Producer

Heartland Media LLC, WAAY-TV, Huntsville, Ala.

October 2017 to March 2018

- Produced the hour-long 5 p.m. newscast and additional assigned shows, consistently delivering high-quality, on-time broadcasts meeting newsroom standards and viewer expectations.
- Built daily rundowns, prioritized story placement, and crafted compelling scripts.