

DeAnthony McChristian

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EDUCATION

UNIVERSITY OF TEXAS AT ARLINGTON

Bachelor of Communication

Major in Broadcast Communication; Certificate in Digital Media

Relevant Coursework: Broadcast Management, Broadcast Writing/Reporting, Podcast Production, Radio Production, Corporate Video Production, and Strategic Social Media Communication

Arlington, TX

Expected May 2024

DALLAS COLLEGE

Associate of Arts

Major in Journalism

Relevant Coursework: News Photography, Media Literacy, Business Professional Communication, and Electronic Media

Dallas, TX

Aug 2020 - May 2022

WORK EXPERIENCE

UTA RADIO (Student run internet radio station)

Music Director

- Logging in music every week on MusicMaster.
- Record and produce UTA Radio's Music Breakdown (Weekly Music News Segment).
- Operate and maintain all 3 of UTA Radio's social media pages (Instagram, Twitter, and Facebook).
- Coach and advise new teammates on technical equipment and pitch segment ideas.

On Air Host

- Produce a compelling R&B/Hip Hop radio show weekly with 30 average listeners.
- Participate in station promotions events around campus and the city of Arlington.

Arlington, TX

Jan 2024 – Present

Oct 2022 - Present

FREELANCE MUSIC BLOGGER

Music Blogger

- Write, edit, post, and promote music news and concert content on my website.
- Create social media content (music review videos) for my Instagram, TikTok, and my website.

Dallas, TX

Nov 2021 – Present

UNIVERSITY PROJECTS

SXSW COVERAGE

- I interviewed 3 rising musicians (Cowboy Diplomacy, Brad Bryd, and Prince Amine).
- I recorded b-roll of the concerts being held during the festival.
- I produced social media content for UTA Radio's Instagram and Facebook page.

Mar 2024

THUNDERCAT CONCERT COVERAGE

- I recorded video and shot photos of the Thundercat concert that was held at the Southside Ballroom.
- I was the first student to write and publish a concert blog for my station's website.
- I also produced footage of the whole concert for UTA Radio's Instagram page.

Oct 2023

UTA COMM DEPARTMENT SOCIAL MEDIA PAGE

- I recorded and edited a "day in the life" video of a radio DJ for World Radio Day.
- I created 4 Instagram story graphics for the annual Vinylthon.
- I wrote a social media audit on the department's strengths, weaknesses, threats, and opportunity.

Feb 2024

ADDITIONAL

Technical Skills: Adobe Audition, Adobe Premiere Pro, Adobe Illustrator, Adobe Lightroom, CapCut, Final Cut Pro, WideOrbit, MusicMaster, Google Excel, and Microsoft Office

Languages: Fluent in English; Conversational Proficiency in French

Certifications & Training: Adobe Audition Essential Training (LinkedIn), Digital Media Foundation (LinkedIn), Marketing: Copywriting for Social Media (LinkedIn), Media Training Essentials (LinkedIn), and Corporate Event Video: Producing Company Meetings and Presentation (LinkedIn)

Awards: 2024 BEA Radio National Signature Station