

Chuck King

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Profile: A problem solver and critical thinker with a flair for the unusual, I've enjoyed success as a multimedia producer, copywriter and marketing specialist. Whether working for internet startups, Fortune 500 companies or as a freelancer, I've achieved results by exploiting the latest internet trends and merging them with a rare combination of journalistic, media and marketing experience to create innovative solutions.

Employment Experience:

12/08-Present **Co-Founder/Managing Editor of OwlAccess.com**

Marketing: Created and produced a Web site that covers all aspects of Florida Atlantic University athletics. Successfully developed Twitter and Facebook audiences to drive traffic. Recently re-designed the SEO-optimized site, making it friendlier to mobile devices.

Media: Consistently beat other local media outlets with breaking news. Produced and directed The Howard Schnellenberger Show. Produced stunning images as lead photographer for the site.

Results: OwlAccess.com is the premier source for FAU sports-related news and entertaining features. Videos featuring FAU baseball and football teams created using consumer-grade equipment aired on ESPN and other national outlets. Those videos also went viral on the Web and were seen by millions of people.

1/13-Present **Owner/Marketing Director, CareToClick.com**

Marketing: Devised marketing strategy for fast-growing start-up philanthropic community. Served as a liaison between charities and CareToClick. Created videos and blogs that increased site traffic.

Media: Wrote blogs across 10 different philanthropic verticals. Produced and directed engagement videos that created a new revenue stream. Created and maintained the Twitter and Facebook feeds, fostering an interactive relationship with our users.

Results: Landed the two largest advertisers in CareToClick.com's history. Directed redesign that made the site more user friendly and profitable.

9/03-Present **Freelance Writer**

Media: Lead Southeast Florida spring training reporter covering the Miami Marlins, St. Louis Cardinals, Houston Astros and Washington Nationals for the Associated Press in 2017. Other clients have included the Palm Beach Post, MLB.com, Athlon College Football magazine, Soundings Trade Only, Junior Baseball magazine and MetroJolt.

Results: Acting as assignment editor and beat reporter for the AP, authored 53 feature and spot news stories over 47 days in 2017, all of which were distributed to and carried by news outlets across the nation. Numerous stories appeared on the front page of ESPN.com. While writing for the Palm Beach Post, crafted entertaining enterprise stories that appeared as centerpieces on the Palm Beach Post sports page – a rarity for freelancers. Broke multiple stories across differing genres.

5/12-11/12 Florida marketing representative, iHigh

Marketing: Worked with high school athletic departments, convincing them to use iHigh as a platform for broadcasting their sporting events live across the internet, then teaching them the platform.

Media: Produced and directed weekly video broadcasts that accompanied radio calls of high school football games airing on ESPN West Palm.

Results: Persuaded more than 20 local high schools to use the iHigh platform. High-profile clients included St. Thomas Aquinas, The Bolles School. Developed relationships with local high schools and media outlets.

8/03-10/05 Author: "The Funniest Thing I've Ever Seen: More than 100 crazy stories from minor league baseball"

Media: Collected stories and background for the book by interviewing minor league players and executives from across the country.

Results: Several minor league ballparks offered the book in their gift shops and multiple publishing houses considered the book for national distribution.

7/02-8/03 Sports Reporter and Editor, The Boca Raton News

Media: Covered FAU and high school sports. Updated the Web site on a nightly basis.

Results: Hired as a writer but quickly became sports editor of the daily publication.

8/98-10/2000 Weather Producer, WPEC TV, West Palm Beach, Fla.

Media: Produced six daily weathercasts for the top-rated weather team in the market. Created on-air presentation, shot and edited video, and coordinated live shots.

Results: Associated Press rated WPEC's 11 p.m. newscast as the best in the state. Research showed WPEC offered the market's best weather presentation.

8/95-1/99 President, EnterWeb Inc.

Marketing: Produced and marketed Web sites for sports and media outlets in Florida.

Results: Created Web site for local NBC affiliate. Designed and produced the Arena Football League's first site. Created and maintained sites for local sports franchises.

7/93-2/96 Multimedia Producer, IBM

Media: Planned and executed educational and informational multimedia projects. Produced and directed videos and multimedia projects. Championed the services of IBM's new multimedia department to internal and external clients.

Results: Produced IBM's first multimedia news release, final version of multimedia tutorial prototype and executive multimedia briefing for IBM's CEO. Associate producer for award-winning Warp tutorial.

Education: Master of Arts in Communication, University of Hartford, 1997.
Bachelor of Arts in Communication, University of Hartford, 1991.

Portfolio: [Chuck King – Multimedia Producer](#)

Activities: Minority owner of the Florida Panthers and Cleveland Indians.