Eric G. Hanus

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Work

**Video Production Manager –** IU Research / University Communcations & Marketing

2022 - Current

Oversee the entire video production cycle needs for IU’s Vice President for Research and the University’s strategic communications goals. Spanning two different Research administrations, and my role’s transition to UCM, I am not only tasked with effectively meeting our visual storytelling goals from the ground up but also balancing the needs of senior and executive leadership as projects arise to meet changing demand. I take ownership and push creative decision making to produce stronger performing outcomes with more viewer engagement. Ranging from short form vertical social videos to longer deep dive interviews, and high-level internal audiences. Every video project holds a lesson to better inform decisions moving forward.

Bringing to life what happens at a major research institution to a variety of audiences and channels is challenging but rewarding. For me, the enjoyment in my role comes from sparking curiosity in a worldwide network of students, faculty, alumni and donors. There are truly amazing things happening across our campuses and it’s a privilege to deliver them to a wider audience.

**Senior Producer –** Weigel Broadcasting – Chicago, IL

2014 – 2019

Produce content for coast-to-coast broadcast, reaching over 75% of households in the US. My primary focus was producing and editing movie trailers, and commercial storytelling content for national broadcast. In addition to hundreds of unique on-air edits, seasonal campaigns, outreach initiatives, and social media materials; I collaborate and lead the team of editors, producers, and graphic designers that bring established brand practices to fruition reaching millions of viewers. Working on such a large scale, project accuracy, management and timeliness are critical to a successful campaign. As Senior Producer I work with the entire FOX station group, over 50 affiliates, and National Creative Service Directors to deliver materials on time, and exceeding expectations.

**Producer of On-Air Fundraising** – Indiana University Radio TV Services

2019 - 2022

Conceptualize and complete the on-air fundraising needs of WTIU PBS and Indiana University Radio TV Services. It is my sole job to produce, edit and deliver to broadcast countless hours of new content that engages our viewers and help channel them upwards to becoming financially supporting members. Raising hundreds of thousands of dollars in my two years has been a banner success for the station, helping reach new goals and expand our footprint within the community. Individual ownership of the entire production pipeline. Idea generation, scripting, editing, talent coaching, and leading a team of paid staff and students to bring my ideas across many departments to successful conclusion.

**Producer –** Weigel Broadcasting – Chicago, IL

2012 – 2014

Script, edit and produce movies trailers and other on-air material for several national networks. These broadcast channels are partnerships with CBS, and FOX utilizing their catalogues as well as Paramount and other independent distributors.

Education

**Indiana University** class of 2010

Double Major – Video Production & Film History

Dept. of Telecommunications (Media School)

Dept. of Communications and Culture

Skills

Adobe Creative Suite

Premiere, After Effects, Photoshop & Audition

Final Cut Pro/X

Project Management

Talent management, direction, creative review

References

A full list is provided upon request.