

Tim McKay  
1814 Carrington Drive  
Raleigh, NC 27615  
(919) 345-8323  
[tim@timmckay.com](mailto:tim@timmckay.com)

## **EMPLOYMENT**

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### *V.P. Creative Services, mpiTOO, 2014 – present*

Responsible for creative development and implementation of multi-media campaigns. Other responsibilities include writing, directing, editing, and managing distribution for all media production.

### *Director of Client Services, Media Partners, Inc., 2014 – 2019* *V.P. Creative Services, Media Partners, Inc., 2019 – 2024*

I managed a variety of creative services, including radio, television, print, interactive media, and strategic planning for advertising campaigns. Other responsibilities included writing, directing, editing, and managing distribution for all media production.

### *Owner, Tim McKay Consulting, 1995 – 2013*

As a producer, photographer, writer, and director, I provided advertising and communications consulting services to clients ranging from political candidates to nonprofits, government agencies, PR firms, and ad agencies.

### *Public Relations Director, Mount Snow Resort, 1994 – 1995*

I was responsible for pitching and coordinating all media visits; production of all press releases and "On the Slopes", a weekly mountain report to the news media; spokesperson for the resort; shared responsibilities for ski reporting and website.

### *Events Coordinator, Mount Snow Resort, 1993 – 1994*

Developed and implemented plans for a summer schedule of events, including racing and recreational activities, arts and entertainment, cultural festivals, as well as overseeing a full calendar of ongoing events and promotions during the winter.

*Freelance Communications Consultant, 1984 - 1993*

Consulted with businesses, organizations, and political candidates to provide a variety of services, including radio, television, and print campaigns, still and video photography, direct mail services and media placement.

*Media Coordinator, North Carolina Governor's Office of Citizen Affairs, 1979 - 1984*

Directed public relations efforts to promote volunteerism and citizen participation in state government. Duties included publishing a monthly magazine; development of all promotional materials, including brochures, posters, billboards, public service announcements, video, press releases, and speeches, for an ongoing, statewide effort to encourage the media to focus on volunteers.

*Photography Instructor, Chowan College, Murfreesboro, North Carolina, 1978 - 1979*

Taught basic photography courses at the freshman level. Responsibilities included advising 65 students, designing two courses in black and white photographic composition and technique, and providing photographic services for college publications.

*Photographer/Writer, Shelby Daily Star, Shelby, North Carolina, 1977 - 1978*

Carried out all photographic assignments, managed the photo lab, and served as general assignment reporter for the 17,000-circulation daily.

*Freelance Photographer, 1972 - 1977*

Completed photographic assignments for a variety of publications and organizations, and worked as a photography lab technician for photographic professionals in the Atlanta area.

## **EDUCATION**

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University of Missouri–Columbia, Bachelor of Journalism, 1977.  
Activities included: Staff photographer, Columbia Missourian;  
Missouri Student Association, photography instructor; photo lab  
manager, Missouri Photojournalism Workshop, 1975, 1976;  
Member Kappa Alpha Mu (Photojournalism Fraternity).

DeKalb College, Associate Arts, Clarkston, Georgia, 1975.

College honors included: College Photographer of the Year, Atlanta  
Press Photographers Association (APPA), 1974. Third Place, Pictorial  
Category and Honorable Mention, Sports Category in the Thirty-  
Second Annual National College Photo Competition sponsored by  
National Geographic and The National Press Photographers  
Association.

## **PROFESSIONAL AWARDS**

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More than 30 awards for excellence in video and audio production  
from healthcare marketing organizations.

PRSA–Triangle Silver Anvil Award for Total Communications  
Program, and Gold Award from Raleigh Public Relations Society for  
“Keep Shack Wild,” a PR effort opposing the dumping of dredge  
material on Shackleford Banks by the National Park Service, 2015.

Telly Award for Public Relations non–broadcast, Steep in Surprises,  
the Story of the Sparta Teapot Museum, 2007.

Tales of the Mountain, Mount Snow's 40th Anniversary, Best in  
Show, Crested Butte Ski Film and Video Festival, 1995.

Awarded the Silver Anvil Award for Total Communications Program,  
Government, Governor's Office of Citizen Affairs by the Public  
Relations Society of America, 1983.

Numerous awards for writing, photography, and publishing from  
the International Association of Business Communicators–Triangle  
Chapter, the National Press Photographers Association, the Atlanta  
Press Photographers Association, published in Pictures of the Year,  
and the International Year of the Disabled.

Dear Charles, Vermont Playwrights Award, Best Play, 1995.

Burning Bridges, Gold Award, Dramatic Original Screenplay,  
Charleston International Film Festival, 1995.

Received the “Order of the Long Leaf Pine” from Governor James B. Hunt, Jr., for helping inspire volunteerism in North Carolina.

## **OTHER PRODUCTION CREDITS:**

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### *Podcast Host/Producer*

"[An Ounce of Prevention](#)" – An Ounce of Prevention examines strategies for prevention and wellness. Coalitions, schools, health agencies, and nonprofits are using every means they can to prevent drug use and promote mental health, wellness, and resilience in their communities. The people on the front lines of this battle are happy to share what works in their community.

### *Writer*

"[Trapped: Buried Alive](#)" – a 90-minute movie of the week starring Jack Wagner and Gabrielle Carteris. Produced by Porchlight Entertainment in association with Edgewood Studios and Videal.

### *Producer/Editor*

"[Tales From the Mountain](#)" – the history of Mount Snow Ski Resort and its founder, Walter Scheonknech -- judged Best in Show at the Crested Butte Mountain Film and Video Festival in 1995.

"[SRC@25](#)" – the 25<sup>th</sup> Anniversary of the Semiconductor Research Corporation founded as a cooperative effort of industry to fund graduate level research into the fundamental principles in the advancement of the semiconductor, 2007.

"[Haunted Taps](#)" – TV show pilot featuring the paranormal activity in bars around the world. These episodes were film completely on the fly and unscripted in the style of documentaries, 2009.

### *Producer/Director*

[“Support the Dream”](#) – Fundraising video for the Clarksville Fine Arts Center in Clarksville, Virginia. The film supports the effort to raise \$2 million to renovate the historic auditorium built by the WPA.

[“Sanford-Hunt-Frye Tribute Video”](#) – Celebrating the lives of these three Democrats each year, the Sanford-Hunt-Frye Dinner honors Governor’s Sanford and Hunt along with Former Chief Justice Henry E. Frye.

[“Steep in Surprises: The Story of the Sparta Teapot Museum”](#) – a non-broadcast film to promote the Teapot Museum project. Won an Addy Award in 2007. (writer)

“American Style: Furniture Edition” – a video to promote North Carolina made furniture in Europe, 2006.

“New Home Innovations” – a spec pilot for HGTV, 2006. (writer)

“The Governor’s Rapid Response Team: The case of the missing jobs” – an 8-minute video to help communities prepare for mass layoffs, 2006. (writer)

“Southern Pine Beetle Series” – Five 30 second commercials for the North Carolina Division of Forest Resources, 2005.

“My Hero,” “On Your Side,” “Weather or Not,” “24/7,” “House Call,” and “Hole Solution” – series of commercials for Baker Roofing, one of the south’s largest roofing companies, 2005 and 2006.

“State of Minds” – a set of four trade-show videos to promote the biotechnology industry in North Carolina at Bio2005, Bio2006, and Bio2007 for the NC Department of Commerce.

“Plan Virginia” – a video that led to the rebranding of a 50-year-old nonprofit organization founded to promote land-use planning in Virginia, 2008. (writer)

“The Oprah Winfrey Show” – field producer/interviewer for “Where are they now?” segment for OWN, 2012.

“Got Home Alive” – field producer/interviewer for “Man on the Hood of a Car” episode, Cherri Sundae Productions for The Travel Channel, 2011.