

Thorgeir Logason

TV Director & Producer | Live Broadcast Expert

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Accomplished broadcast professional with 6 years of experience directing and producing live sports programming. Led innovative projects including Iceland's first live virtual sports production. Skilled in multi-camera operations, production management, and broadcast systems, seeking to bring technical and creative expertise to a leading U.S. sports network.

I DO NOT REQUIRE A VISA SPONSORSHIP.

WORK EXPERIENCE

RUV (National Broadcasting Service) | Reykjavik, IS | TV Director / Producer 01/22 – 02/25

Iceland's national public broadcaster, producing news, sports, and entertainment programming for television, radio, and digital platforms nationwide.

- Directed Iceland's National Handball Team coverage, producing pre-, half-, and post-game studio shows that reached up to **60% of the national population**, rivaling Super Bowl-level engagement.
- Directed multi-camera live coverage for major tournaments including the **FIFA World Cup 2022 (soccer)**, **UEFA Euros 2024 (soccer)**, and **Women's World Cup 2023 (soccer)**.
- Pioneered Iceland's **first live virtual sports broadcast**, reaching 40% of the population and setting a new benchmark for broadcast innovation.
- Developed and executed content strategies for major tournaments across broadcast and digital platforms.
- Managed production operations, leading cross-functional teams and ensuring high-quality live broadcasts from concept to delivery.
- Integrated **ROSS Piero** technology to enhance real-time storytelling and analysis in live coverage.
- Oversaw the **redesign of RUV's sports graphics**, modernizing on-air visuals and improving viewer experience.
- Directed national **cup finals** in soccer and handball (men's and women's).
- Led pre-production planning including camera mapping, crew scheduling, and technical coordination for seamless live execution.

RUV | Reykjavik, IS | Associate Director & Graphics Operator

10/19 – 01/22

- Supported directors and production teams during major live broadcasts and studio shows.
- Managed real-time script flow, timing, and on-air transitions to maintain smooth broadcasts.
- Operated live on-screen graphics including lineups, statistics, lower thirds, and score bugs.
- Maintained media databases and ensured accurate archiving of highlights and pre-recorded content.

SYN (Formerly known as Stod 2) | Reykjavik, IS | Editorial Director & Broadcast Designer

07/23 – 09/25

SYN (formerly Stod 2) is Iceland's leading commercial broadcaster, reaching a majority of households nationwide through its television, radio, and digital platforms, with a strong presence in live sports and original entertainment.

- Led editorial direction for all UEFA Champions League and English Premier League coverage, including on-air scriptwriting and broadcast design.

SYN (Formerly known as Stod 2) | Reykjavik, IS | TV Director / Showrunner

07/21 – 06/23

- Showrunner and Lead Director for *Seinni Bylgjan*, Iceland's National Handball League review show.
- Oversaw live coverage and studio broadcasts for Team Handball, one of Iceland's key national sports, increasing finals viewership by **62%** in the first year.
- Produced storytelling segments and interviews, shaping narratives from concept to on-air delivery.
- Led a **25-person production team** across audio, video, graphics, and technical operations.
- Directed multi-camera live broadcasts for Iceland's domestic soccer and basketball leagues.

SYN (Formerly known as Stod 2) | Reykjavik, IS | Graphics Operator & Assistant Producer

05/19 – 06/21

- Operated live on-screen graphics for *Körfuboltakvöld*, Iceland’s leading basketball studio show.
- Designed sport-specific graphics and collaborated with producers to enhance storytelling and viewer experience.
- Supported live broadcasts with timing cues, camera coordination, and real-time score and stats updates.

VISIR | Reykjavik, IS | Podcast Producer / Host 07/23– 05/24
Visir is Iceland’s leading digital news platform, delivering up-to-the-minute coverage of national news, sports, and entertainment.

- Delivered weekly in-depth analysis of Italian Serie A (soccer) through *Punktur og Basta*, an Icelandic-language podcast that built a loyal following of over **4,000 listeners** through tactical insight and cultural storytelling.
- Coordinated guests and discussion topics, ensuring timely, relevant coverage aligned with the Serie A season.
- Managed all stages of production, including research, scripting, recording, editing, and publishing across major podcast platforms.

EDUCATION

University of Bifrost | Bifrost, IS 08/21 - 12/24
BA in Media and Public Relations | GPA: 3.60

- **Coursework:** public relations strategy, crisis management, creative design, media writing, marketing communication, digital media management, storytelling, integrated communication campaigns.

Technical College | Reykjavik, IS | 07/16 - 05/17
One-Year Program in Multimedia

- **Coursework:** graphic design, visual communication, video and audio production, web design, and digital editing, with a strong emphasis on practical media creation and project-based learning.

SKILLS

Eddan
Iceland’s national film and television awards, often considered the country’s equivalent to the Emmys and Oscars. The 2023 ceremony was the final year television categories were presented.

- Contributed as on-air graphics operator/designer to *Körfuboltakvöld* (Stod 2 Sport), which won the **2020 Edda Award for Public Voting / People’s TV Show** for overall broadcast excellence.
- Nominated as Director for the **Edda Award for Best Sports Program of the Year 2022** for *Stofan*, recognizing excellence in national sports broadcasting.

SKILLS

Technical & Production Skills
Live Sports Direction • Multi-Camera Operations • Virtual Studio Production and Workflows • Replay Systems (Mira+/3PLAY) • Telestration (Ross PIERO) • Broadcast Design • Pixotope • Adobe Creative Suite • xPression Graphics • AVID • iNews • Video editing • Post-Production Management • Workflow Optimization • Media Asset Management

Editorial & Creative Expertise
Content Development • Broadcast Storytelling • On-Air Graphics Integration • Visual Communication • Social Media Content • Audience Engagement • Brand Consistency

Leadership & Coordination
Team Leadership • Project Management • Production Scheduling • Strategic Planning • Cross-Functional Collaboration • On-Air Talent Coordination • Vendor Management • Problem Solving.