
EXPERTISE

Adobe Premiere // Final Cut Pro // Adobe Photoshop // After Effects // Asana // Buffer // WSC Clippro // Bynder // Twitter // YouTube // Instagram // TikTok // LinkedIn

Personal Equipment: Sony Alpha A7 III // iPhone (mobile video/photo coverage)

Senior Social Media Manager/Producer

Enjoy Basketball | Atlanta | April 2024 - Present

- Lead social and video strategy for original shows including Numbers on the Board, Small Ball with Kenny Beecham, and T'd Up with Pierre Andresen
- Grew Instagram & TikTok following by 115% in the first year from 177k followers to 382k followers
- Helped launch the Enjoy Basketball YouTube channel in July 2024; surpassed 80K subscribers and 23.5M views to date
- Collaborate with ESPN and Omaha Productions on creative, editing, and sponsor deliverables
- Oversee daily operations of the junior producer and coordinator

Freelance Producer/Video Editor

Self-employed "Foul Up Three" | Atlanta | December 2022- Present

- Freelance clients include: Fresh Tape Media, NBA, iHeartMedia, Follow Through, and more
- Shot and edited original content featured on ESPN, SLAM, Overtime, SportsCenter, and more
- Shot content on a Sony A7 III for the NBA, NBAFutureStartsNow, Sportscenter, and Slam,
- Edited shortform and longform content on Adobe Premiere Pro for clients like Yahoo Sports, House of Highlights, Whistle Sports, and iHeartMedia
- In March 2025 started as a Digital Correspondent for Fresh Tape Media capturing behind-the-scenes and in-game content for the Atlanta Hawks across social and digital platforms for the NBA.
- Built own basketball content brand, Foul Up Three, from 0 to 75K+ followers across Instagram, TikTok, and YouTube

Producer, Video Editor, Social Manager

Point Game Podcast With John Wall and C.J. Toledano | Atlanta | February 2024 - June 2024

- Edited full episodes for YouTube and short-form content for social using Adobe Premiere & Photoshop
- Coordinated creative direction with iHeartMedia, Klutch, and DraftKings
- Developed topic segments and oversaw social strategy across all platforms

Content & Social Media Manager

BallerTV| Remote via Atlanta | January 2022 - December 2022

- Grew TikTok following 4,000% (from 631 to 28.5K) and achieved 2M+ likes
- Increased Instagram impressions by 264% and follower growth by 187%
- Directed content production across social, oversaw freelance creatives, and coordinated with internal teams
- Captured and edited content nationwide; conducted interviews with Jamal Crawford, Kenny Smith, and top prospects
- Impacted by mass company layoffs in December 2022

Video Editor, Digital Media Operations

National Basketball Association (NBA)| Secaucus, NJ | September 2016 - January 2022

- Edited daily content for NBA's social channels (IG, Twitter, YouTube, TikTok) using Adobe Premiere, After Effects, and Photoshop
- Created content plans for national broadcasts (TNT, ESPN, ABC)
- Produced viral Kobe Bryant tribute video (most engaged tweet in NBA history at the time)
- Oversaw team of 10 PAs producing condensed games for YouTube and Facebook
- Provided on-site coverage for several NBA events including the 2018 NBA Global Games in China, NBA Drafts, USA Basketball training camp, and NBA All-Star Weekends, and the 2021 NBA Finals.
- Oversaw team of 10 PAs producing condensed games for YouTube and Facebook
- Managed the NBA's YouTube channel (12M+ subscribers); created branded content for partners including Tissot, Kia, and Beats

EDUCATION

Columbia College Chicago / Bachelor of Arts: Television Production / Graduated May 2015