



310-850-8200  
Brookeaeans2@gmail.com  
Tampa | Los Angeles | Willing to relocate

## EDUCATION

### UNIVERSITY OF GEORGIA

Graduation: August 2020 - May 2024

#### BACHELOR'S DEGREE IN ADVERTISING MINOR IN BUSINESS, SPORTS MEDIA

- 4+ semesters on Dean's list / 3.7 GPA
- UGA Sports Media Certificate / Grady
- "SportsSource" UGA Sports News
  - Host, game analyst, reporter, producer
- Kappa Delta Sorority
  - Assistant of Events and Programming
- Member of Association of Women in Sports, AD Club, Talking Dog, intramural sports
- Study Abroad: **SPIA A Firenze**
  - Judicial Process Italy, Religion & International Relations

## FREELANCE

### MLB SPRING TRAINING PRODUCER | DETROIT TIGERS

March 2025

- TigerVision Producer: managed crew, oversaw graphics, cameras, & music for live coverage with ~8300 fans. Grapefruit League

### PR | CLUB MAGNOLIA AUGUSTA NATIONAL

April 2022

- Worked the 2022 Masters. 6AM-9PM executing hospitality work with club's guests

## SKILLS

- Studio, live event & social production
- Sports writing (AP) & script writing
- Content creation & social analytics
- Adobe Suite: Premiere, AE, InDesign, PS, ME
- Project management & making deadlines
- Stage management
- Copywriting (SEO)
- On-camera reporting & interviewing
- Video production + vertical video editing
- Creative problem solving & adaptability
- Storytelling across multi-platforms
- Communication skills (oral + written)
- Creativity & social trends
- Camera operation

## REFERENCES

**Brian Ford:** Chief Operating Officer- TBB  
**Mike Dewsnap:** Director of BucVision  
**Britt Cavanaugh:** Sr. Producer BucVision  
**Carlo Finlay:** Director UGA Sports Media Institute

# BROOKE EVANS

SPORTS REPORTER | DIGITAL CONTENT CREATOR | PRODUCER

linkedin.com/in/brooke-evans1

brookeaeans2.wixsite.com/website-2

### BUCVISION PRODUCTION | TAMPA BAY BUCCANEERS ..... JULY 2024 - JULY 2025

Tampa, Florida

- Plan, produce, and deliver content for game presentation, social/digital, and broadcast channels. **2024-25 NFL Playoffs Wild Card.**
- Produced 120+ shows for YouTube. 2.3x increase of total views from 23/24. Shot social-first, pregame content reaching 489.3K - 500k+ views on Reels. Led vertical video strategy for youth, women, & Latino audiences (capstone).
- Co-produce all studio shows, manage rundowns, GFX, socials, Next Gen Stats.
- Covered Girls Flag Football tournament for Bucs' ancillary social accounts: interviewed players, created stories, and generated / executed content ideas.
- Collaborate with football (players + coaches), talent, creative & event teams to support marketing strategies & ensure smooth execution for games, shows, feature shoots, & other Bucs' events e.g.) Draft, She is Football Summit.
- Edit video/graphics in Premiere, After Effects, Ross XPression, & Capcut. Game Day: control room- Player Playlists, social wall, clip NFL highlights, prompts.

### SPORTS REPORTER | THE ASSOCIATED PRESS ..... JUNE 2023 - AUG 2023

Brisbane, Australia

- Covered the **2023 FIFA Women's World Cup** in Australia and New Zealand.
- Primarily focused on Nigeria's National Football Team: "The Super Falcons."
- Pitched stories to AP Asia Editor daily, conducted interviews, attended all games, practices / press conferences, wrote deadline gamers and in-depth stories on players, management & politics, reported in post-match mix zone.
- Published in AP, Fox Sports, The Washington Post, ABC, USA Today, & more.

### PRODUCTION RUNNER | SEC NETWORK ..... SEPT 2023 - JAN 2024

Various Locations

- Assist in production of SEC Nation & Paul Finebaum Show: supporting segment coordination and creatives, talent logistics, on-site staging, guest coordinations.
- Helped produce pieces reaching up to 271.1K+ 489.3K views; TikTok, Reels, & YT
- 2023 SEC Championship** in Atlanta and other 2023 UGA season games.

### OPERATIONS SUPPORT | CBS SPORTS ..... SEPT 2023 - JAN 2024

Athens, Georgia

- Support CBS Sports' "SEC on CBS" broadcast by collaborating with on-air talent throughout game day weekend, reporting injuries in game from sideline up to booth, help production crew set up & break down equipment.

### REPORTER & PRODUCER | CARMICAL SPORTS/NFHS NETWORK ..... AUG 2023

Athens, Georgia

- Covered Athens region 8 high school football season as a reporter & producer.
- Found stories, conducted interviews, on-air experience as host, analyst and/or sideline reporter for live shows. Play-by-play & color for NFHS Network.
- Produced 5+ shows, planned segments, created graphics, shot and edited.

### SOCIAL MEDIA MANAGER | UGA GOLF ..... JAN 2023 - MAY 2023

Athens, Georgia

- Created social content for UGA's women's golf. Developed marketing strategy & content calendar, analyzed social insights, attended team events, uploaded socials, & interviewed players. **2023 Augusta National Women's Amateur.**

### COPYWRITER | UGA TALKING DOG AGENCY ..... SEPT 2022 - MAY 2023

Athens, Georgia

- Copywriter on the account Nebo AdPR Agency: The Rescue Pledge.
- Executed PR and social copy. Worked with Art Director to create social posts.

### COMMUNICATIONS INTERN | IRONMAN GROUP ..... APRIL 2022 - AUG 2022

Remote

- PR / communications; Wrote human interest stories for each race, media monitored to maintain company image, **2022 Ironman Championship.**