



BROOKE EVANS

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Willing to relocate.

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UNIVERSITY OF GEORGIA

- **SPORTS MEDIA**
- **ADVERTISING**
- **BUSINESS**

EDUCATION

BACHELOR'S DEGREE IN ADVERTISING MINOR IN BUSINESS

UNIVERSITY OF GEORGIA

Graduation: August 2020 - May 2024

- 4+ semesters on Dean's list / 3.7 GPA
- UGA Sports Media Certificate / Grady
- "Sportsource" UGA Student Sports News
 - Host, game analyst, reporter, producer
 - "Friday Nights in Athens": Region 8 high school football live broadcast coverage.
- Member of 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

RELEVANT COURSES:

Brand Storytelling | Principles of Advertising | Media Strategy | Foundations of Graphic Comm. | Insights and Analytics | Social Media in Sports | Campaigns | Digital and Social Comm. Strategy | Principles of Marketing | Multiplatform Storytelling Sports | Sports Broadcast & Production | **Sports Betting & Media**

PALOS VERDES HIGH SCHOOL

Graduation: August 2016 - May 2020

SKILLS

- | | |
|---|---|
| ✔ Sports writing & copywriting (SEO) | ✔ Creative problem solving & adaptability |
| ✔ Content creation & social analytics | ✔ Interviewing & reporting |
| ✔ Adobe Suite: InDesign, PS, Premiere After Effects | ✔ Video production / camera operation |
| ✔ Studio + podcast production | ✔ Storytelling across multi-platforms |
| ✔ Communication skills (oral + written) | ✔ Game presentation |
| ✔ Stage management | ✔ Project management |
| | ✔ Working on deadline |

FREELANCE

MLB SPRING TRAINING PRODUCER | DETROIT TIGERS

March 2025

- Directed crew, managed on-air talent, oversaw graphics and camera ops for live game coverage.

PR | CLUB MAGNOLIA AUGUSTA NATIONAL

April 2022

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

REFERENCES

Mike Dewsnap

- Director of BucVision Productions

Mike Reiter

- SEC Network Associate Producer

Vicki Michaelis / Carlo Finlay

- Director Sports Media Institute at UGA

Britt Cavanaugh

- Senior Producer of BucVision

BUCVISION PRODUCER | TAMPA BAY BUCCANEERS JULY 2024 - PRESENT

Tampa, Florida

- Conceptualize, plan, produce, & deliver on-brand content for game presentation, social/digital platforms, & broadcast channels. 2024-25 NFL Playoffs Wild Card round - home game.
- Co-produce & stage manage all in-studio shows including "Bucs Insider", "The Todd Bowles Show", "Bucs Total Access", TB Playbook- podcast. NFL Next Gen Stats research & storytelling. YouTube analytics (tracking trends and numbers).
- Shot social media content that reached 295k views on Instagram. Produced 75+ shows for YouTube with a 32% increase of total views from last season.
- Adobe Premiere, Photoshop, After Effects for video/photo editing. Ross XPression & camera operation for live game day production.

PRODUCTION RUNNER / FREELANCE | SEC NETWORK SEPT 2023 - JAN 2024

Various Locations

- Assist in production of SEC Nation, Paul Finebaum Show & other programs
- Production meetings Thurs-Sat, assist with coordination & creatives of segments, work with on-air talent, & other "behind-the-scenes" duties eg.) greeting show guest / coordinating set locations & logistics etc.
- Helped produce pieces that reached up to 271.1K and 489.3K views on TikTok, Instagram Reels, and YouTube.
- 2023 SEC Championship in Atlanta and other 2023 UGA season games.

SPORTS REPORTER | THE ASSOCIATED PRESS JUNE 2023 - AUG 2023

Brisbane, Australia

- Covered the *FIFA Women's World Cup 2023* 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 and 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.

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 and 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. Created content calendar, analyzed social insights, attended practices & tournaments, uploaded stories/posts, & interviewed players. 2023 Augusta National Women's Amateur.

COPYWRITER | UGA TALKING DOG AGENCY SEPT 2022 - MAY 2023

Athens, Georgia

- Copywriter on the account Nebo PR 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, *IRONMAN 2022 Championship*.