



# KARA SPIERTO

SPORTS DIGITAL CONTENT PRODUCER

PROFESSIONAL WEBSITE

<https://www.karaspiertowebiste.com/>

## CONTACT INFORMATION

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## AREAS OF EXPERTISE

Social Media Marketing (Instagram, TikTok, Facebook, Twitter, Snapchat, YouTube)

Adobe Premiere Pro

Adobe After Effects

Adobe Photoshop

Experience with shooting digital videos and photos on camera: ARRI AMIRA, Sony FX6, FX3, FS7 & a7s RED Gemini, Canon C100, Canon C200

Adobe InDesign/Illustrator

Final Cut Pro

Print writing

Broadcast writing

## ATTRIBUTES

Team-player mentality

Effective communication skills and leadership ability

## EDUCATION

University of Florida, College of Journalism and Communications

Graduation—May 2019

Bachelor of Science in Telecommunication with an outside concentration of Sport Management

GPA: 3.68

## WORK EXPERIENCE

### Atlanta Hawks Senior Video Editor and Producer

June 2023 — Present

#### Atlanta Hawks Video Editor and Producer

February 2021 — June 2023

- Led Hawks Studios' video department in basketball content, becoming the first to travel to all away games while also covering home games, sponsorship needs, and in-arena videos required as a Hawks Studios Team
- Produced engaging video content from Hawks games, practices, travel days, the NBA Draft, All-Star Weekend and worked with the social media team to enhance social accounts for individual players
- Pioneered long-form content storytelling from ideation to creation for Hawks social media platforms, focusing on growing the Hawks' YouTube account
- Designed and implemented an in-game workflow for Hawks Studios, optimizing efficiency for home and away games while enabling rapid post-game reaction video and highlight turnaround for social media
- Coordinated with the social media team to bridge the gap between the marketing and video team, ensuring content aligned with the messaging strategy for fan engagement

### Los Angeles Rams Digital Video Team

July 2020 — February 2021

- Ideated and created digital videos for social platforms with the specific goal to create more lifelong Rams fans in efforts to grow Rams fan base in the relatively-new LA home
- Edited videos each home game for SoFi Stadium's 254-foot-long and 49-foot-high video board with dimensions to fit both in-game screenings on the video board and for fans at home for their on-screen experience
- Worked with social media team to increase the Rams TikTok following by ideating and creating TikToks that kept up-to-date with the trends each week and connected with our Rams fan base
- Edited videos specifically for YouTube to show player's personality off-the-field and grow our fans on that platform

### Atlanta Falcons Digital Video

July 2019 — April 2020

- Created player highlights, mic'd up videos and storytelling video features daily that were used for Atlanta Falcons digital platforms including Twitter, YouTube, Instagram, Atlantafalcons.com, TikTok and Facebook
- Wrote scripts and created storytelling pieces used in voice over packages and highlight videos
- Assisted in ideating and independently edited the tweet with the third-most impressions in Falcons history along with the Instagram video with the third-most likes
- Collaborated with the social media team to create engaging digital videos that connected with fans through pop culture and player features showcasing athletes off of the field
- Assisted in the entire production process of multiple digital videos as well as podcasts created for Atlanta Falcons accounts and posted them weekly on Atlanta Falcons site and podcast channels

### Super Bowl LIII CBS Runner, Atlanta, GA

January 2019 — February 2019

- Assisted producers, camera personnel and Vice Presidents with daily tasks of preparing for live shots each morning, weekend shows at the Super Bowl and helped stage talent for each show throughout the week
- Prepared the set for the CBS Morning shows and helped with take down of stage set

### Beat Reporter for Florida Basketball and Basketball Team, ESPN Gainesville WRUF

October 2016 — May 2019

- Wrote, edited, and produced feature stories on players and team storylines throughout the season while also capturing game footage for social media highlights

### Summer Intern, Fox17 WZTV, Nashville, TN

June 2017 — August 2017

- Covered Tennessee Titans and Nashville Predators during the Stanley Cup Finals in addition to other local teams
- Assisted in writing scripts and editing highlights for sports anchors' live hits

### On-Site NCAA Tournament Reporter, ESPN Gainesville, Dallas, TX & Des Moines, IA

March 2018 & 2019

- Created feature stories, social media posts, live shots and game highlights for the news station in Gainesville
- Met with family members and friends in Dallas and Iowa to conduct interviews used for day-turn video packages

## INVOLVEMENT

### Director of Make-A-Wish Beach Volleyball Fundraiser Event, UF

January 2017— May 2019

- Represented the Make-A-Wish Foundation while creating a successful fundraiser raising over \$32,000
- Led 250 girls throughout the year in our efforts of fundraising in the community and in planning the event

### Relay for Life Public Relations Chair, UF

August 2016—May 2017

- Led the effort to market the annual charitable event on campus and drive student interests for periodic fundraisers