

# HAILEY KOEBRICK

SPORTS VIDEOGRAPHER

## ABOUT ME

A videographer with an extensive background in sports and digital media. A self-motivated quick learner, I am passionate about storytelling through a camera lens.

## PROFICIENCIES

- Social Media Strategy
- Video editing- Adobe Premiere, AVID
- Adobe Photoshop
- Sports Writing
- Video Logging
- Audio Editing
- Broadcasting
- Sidearm Website Editing

## FIND ME AT:

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www.haileykoebrick.weebly.com

## WORK EXPERIENCE

### DIGITAL VIDEO EDITOR

**National Football League | August 2021-Present**

- Create content for NFL33 partner teams including the Super Bowl champions
- Edit and publish numerous projects including weekly game previews, content for Mic'd Up, and Baldy's Breakdowns - airing on NFL Network and NFL.com
- Cut game and player highlights for all digital media platforms
- Work closely on video optimization with YouTube Content Manager
- Ideate and edit season long story-telling projects
- Design, build and animate various graphics and elements for NFL social and digital platforms.

### SOCIAL MEDIA PRODUCER

**West Coast Conference | March 2021 - June 2021**

- Produced weekly and monthly honors graphics for social accounts and website
- Shot and edited video for WCC beach volleyball tournament
- Produced content for NCAA MBB tournament and championship game

### COMMUNICATION AND CREATIVE CONTENT ASSISTANT

**University of San Diego Athletics | August 2019-June 2020**

- Served as primary media contact for swim and dive and women's tennis programs
- Facilitated game-day operations including StatCrew statistics and media activities
- Generated ideas for video storytelling pieces that highlighted personalities of coaches and student-athletes
- Created engaging game recap and intro videos that were picked up by NCAA accounts
- Wrote preview and recap articles for tennis and swim events
- Developed graphics and creative materials for team-related social accounts

### COMMUNICATIONS INTERN

**OC Fair and Events Center | June 2019- September 2019**

- Ran all 12 social media accounts for the fair and its venues
- Shot and edited video for website and social
- Grew social media engagement year-over-year
- Helped keep WordPress website updated with events and pictures

### POST PRODUCTION INTERN

**Tennis Channel | June 2019-August 2019**

- Assisted media managers by logging, cutting and archiving melts, highlights and interviews
- Assisted in control room and on-set during live broadcasts

## EDUCATION HISTORY

### ARIZONA STATE UNIVERSITY

**Bachelor's Degree in Sports Journalism | May 2020**

- Dean's list Fall 2016 and Spring 2017
- Provost award
- Gold Standard award
- Cronkite School scholarship