

CASSIDY C. DOYLE

WEBSITE

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LINKED IN

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 ccdoyl

OTHER SKILLS

Proficient with XPression, Dashboard Software, Microsoft Word, Excel, PowerPoint, After Effects Outlook, Photoshop, Dropbox Instagram, TikTok, Twitter and Facebook.

Certified in Adobe Premier and Adobe InDesign

EDUCATION

Journalism and Electronic Media Major, Advertising/Public Relations Minor

The University of Tennessee, Knoxville TN
College of Communication and Information

References available upon request

BROADCASTING, PRODUCTION & ADVERTISING EXPERIENCE

Kraft Sports & Entertainment

Present

- Pitch content ideas ranging from long form to short form media.
- Shoot produce, and edit content for the New England Patriots such as game footage, scrums, press conferences, interviews, hype videos, and mic'd ups that are posted to various social platforms viewed by a peak of 5 million followers on Instagram.
- Contracted for clients within Kraft Sports & Entertainment to shoot and edit for example marketing, fan experience, and cheer content.

NFL Network, LA

2023-2025

- Produce music videos and timelines that air on NFL GameDay Morning and on NFL Media's exclusive games including the first ever game in Frankfurt, Germany for audiences reaching up to 11.7 million.
- Responsible for producing editors on a weekly basis to create music videos, promos, bumps, opens, and other similar content airing on NFL Network.
- Photoshop, research, and pitch video and segment ideas in weekly meetings.
- Collaborate during weekly meetings where we discuss the show flow, content, discussion topics and details of segments for NFL GameDay Morning.
- Communicate with NFL Films to coordinate footage and produce b-roll for talent such as Kurt Warner, Rich Eisen, and Steve Mariucci.
- Track social media trends and various teams' social accounts to pull relevant sound for the broadcast.
- Develop social ideas for NFL GameDay Morning's accounts alongside the social media team.

SportsNet LA, Spectrum News

2023-2025

- Edit features to air on local news show Access SportsNet: Lakers.
- Field produce various shoots such as the Fore the Mission: Golfing with Tim Allen Event
- Source sound and shots to cut various segments for the bi-weekly show Backstage: Dodgers
- Retrieve archival footage from hard drives.
- Sort, download, log, and backup new footage.

New England Sports Network (NESN) Externship - Virtual Program

2021

- Selected as 1 of 36 members to participate in the the virtual program.
- Network and interact with guest speakers from a variety of places within NESN's network such as their marketing and advertising team, digital team, as well as on-screen talent.
- Connect with students across the country many of whom have graduated recently allowing me to create and practice my elevator pitch along with other networking abilities.

Bally Sports, Remote

2023-2023

- Content Creator & Media Asset Producer
- Cut and edit packages, social media content, and segments for Bally Sports as well as Bally Sports Regional comprised of 17 regions across United States.
- Managed consolidation, writing, and organization of new hire packet to expedite learning for new hires.
- Write website headlines and captions that attract viewers to click on videos

VFL Films/SEC Network - Knoxville, Tennessee

2019-2023

- Assistant Produce, shot, and edit graphics, for broadcasts that aired on both the SEC Network and ESPN to over 30,000 people.
- Edit and organize advertisement graphics for each live broadcast.
- Research team statistics, player information, and potential game trends prior to each broadcast.
- Taught training programs for new staff members interested in joining the graphics team.
- Produce Tennessee Baseball games on the SEC Network.