

SHAYNA GOLDBERG

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EXPERIENCE

Associate Content Producer: Major League Baseball - Phoenix, AZ - February 2023 - Present

- Creates edits in real time to showcase on MLB's social platforms
- Captures video and photo content of various MLB teams

Live Content Creator: Major League Baseball - Phoenix, AZ - March 2022 - February 2023

- Attends home games for Arizona Diamondbacks and captures live content
- Captures video and photo for MLB, and each respective club's social platforms

Senior Creative Video Coordinator: Arizona State University - Tempe, AZ - November 2021 - April 2023

- Produced, created, and edited video projects for all collegiate sports
- Managed video production interns and assigned projects as needed
- Created content for all ASU Athletics social platforms

Content Intern: Phoenix Suns - August 2021 - December 2021

- Filmed home games/community events for the Phoenix Mercury and Phoenix Suns
- Produced and edited engaging content for socials, in-arena boards, etc.
- Worked closely with athletes in a professional manner to produce and deliver content

Social Media and Influencer Marketing Intern: National Football League (NFL) - NFL 2020 Season

- Managed, organized, filmed, and delivered video content on game day
- Created data sheets for social analytics
- Monitored TikTok growth for all 32 clubs/NFL TikTok

Videographer/Photographer/Editor: UNLV Football - Las Vegas, NV - July 2020 - January 2021

- Filmed and captured photos of practices and all home games
- Created videos used for promotional purposes on social media

Social Media Producer: University of Washington Baseball - Seattle, WA - January 2020 - May 2020

- Created videos and captured still images for various social media platforms
- Collaborated with coaches and players to deliver content

Senior Live Content Correspondent: National Football League (NFL) - August 2019 - Present

- Attended all home games and community events for the primary club
- Captured videos and photos of various NFL teams for their social media platforms

Videographer/Editor: University of Washington Athletics - Seattle, WA - July 2019 - December 2021

- Filmed live footage of intercollegiate sports
- Edited and produced highlight reels and sports promotional videos

Videographer/Photographer/Editor: ASUA, University of Arizona - August 2017- May 2019

- Filmed, shot still photography and edited videos for all home Football/Basketball games
- Created highlight and promotional videos used for social media marketing purposes
- Given creative control with editing/filming

EDUCATION

Bachelor of Arts in Film & Television / The University of Arizona, Tucson, May 2019

Minor in Business Administration / CEA Study Abroad, Barcelona & Prague

MEMBERSHIPS

Beta Lambda Chapter of Alpha Chi Omega 2015 - 2019

Zona Zoo Crew Media and Communications Team 2017 – 2019

SKILLS

DSLR, Tascam, Final Cut Pro X, Avid Media Composer, Adobe Creative Suite, Social Media (Facebook, Twitter, Instagram, Snapchat, TikTok), CrowdTangle, Conviva, Socialbakers, Asana, PhotoShelter, Microsoft Word/PowerPoint/Excel, HD Cameras (Canon, Sony, Lumix), Movie Magic Budgeting/Scheduling