

# CONNOR McGLYNN


VIDEO CONTENT CREATOR


## PORTFOLIO

 [www.connormcglynn.com](http://www.connormcglynn.com)

## CONTACT

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## ABOUT ME

My goal is to tell stories and create content that brings passion and energy to an audience. Sports are designed to be fun, entertaining and engaging. I aim to remind viewers of this every time they watch a highlight, scroll on social media or consume anything in between. I draw on a wide range of creative and professional approaches to deliver compelling content no matter the subject. My diverse work experience in both production and marketing has allowed me to develop storytelling techniques for digital, broadcast and traditional media, poising me to be a well-rounded asset for your team.

## EDUCATION

**University of Southern California**  
*BA - Broadcast and Digital Journalism*  
*Minor - Sports Media Studies*  
2013 - 2017

## SKILLS

Licensed Drone Pilot  
Videography  
Video Editing  
Visual & Written Storytelling  
Motion Graphics  
Social Media Marketing  
Adobe Creative Suite

## EXPERIENCE

### Content Producer

4/2019 - Present

*Easton Diamond Sports*

- Leads production of all video marketing content including MLB sponsored athlete creative, campaign launches, live event coverage and product videos
- Serves as director, lead videographer and editor for all Easton-created content distributed across social platforms and to strategic partner accounts
- Conceptualizes large-scale photoshoots for annual product launches and marquee athlete spotlights, creating shot lists and overseeing day-of execution on location around the country
- Continually finds ways to help Easton pioneer the industry in content creation via introducing live streams with sponsored professional athletes, connecting the brand with social media influencers and understanding how to effectively use industry-leading video equipment

### Highlight Supervisor

7/2019 - Present

### Production Assistant

7/2017 - 2/2019

*NFL Network*

- Oversees highlight producers on NFL gamedays to ensure highlights are acceptable for air on national television and works directly with on-air talent to cater highlights toward each individual's delivery strengths
- Produces highlights and writes scripts for primetime and playoff games
- Served as lead tape producer for *Playbook*, NFL Network's film diagram show, working with Hall of Fame athletes to create XO-style breakdowns of game tape
- Assisted in pioneering NFL Network's first collaboration with FOX airing *GameDay Prime* by producing music video highlights and original graphics for Deion Sanders, LaDainian Tomlinson and Shannon Sharpe
- Worked on breaking news studio shows, pitching segments, producing Top 10s, SOT packages and wired for sounds

### Digital Content and Programming Coordinator

4/2018 - 4/2019

*FOX Sports West*

- Served as primary content creator for all FSW social platforms and FOXSportsWest.com, producing dynamic videos, designing graphics and writing articles
- Field produced digital series, XTRAPPOINT, spotlighting sports stories that extend beyond the typical live event coverage

### Additional Freelance Experience

- *NBC Olympics*: produced highlights and features for web and broadcast distribution during 2016 Rio and 2018 PyeongChang Olympic Games
- *The Rose Bowl Game*: managed all Rose Bowl Game social media accounts during game week from 2014-2020, increasing engagement analytics by over 1 million YoY
- *Spotify*: edited video podcasts for launch of prototype streaming service
- *Rivals.com*: beat reporter covering USC athletics and recruiting analyst for Online subscription service
- *USC Athletics*: served as Tommy Trojan mascot for sporting events and commercial shoots