

Aidan Berg

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Portfolio: <https://aidanberg.journoportfolio.com/>

WORK EXPERIENCE

NBC Sports

PEP Digital Sports Producer, May 2021 - Present

- Distribute written and video content to NBC Sports app and YouTube channels.
- Optimize content SEO and share to external partners for ideal engagement.
- Partner with Rich Eisen Show staff to maximize YouTube engagement and monetization through SEO-optimized titles, thumbnail graphics and topic tagging.
- Continued duties performed as an intern (listed below).

Digital Editorial Intern, Jan. 2021 - April 2021

- Assisted sports news desk with daily responsibilities, including publishing video with thumbnails to the website and crafting SEO-friendly headlines.
- Maintained NBC Sports website with wire stories, video content and NBC streams.

Bleav Podcast Network, Los Angeles, CA

Co-Host of Bleav in USC Basketball podcast, Jan. 2021 - Present

- Co-host weekly USC basketball podcast alongside former Trojan Chris Penrose.
- Plan, edit and publish episodes. Request and schedule guest appearances.

Talent Intern, Sept. 2020 - Dec. 2020

- Researched and prioritized content concepts, specifically categorizing underserved markets with passionate fanbases.
- Identified, procured and onboarded talent, including professional athletes, hosts and experts across sports, fitness, hobbies and recreational activities.

Annenberg Media, University of Southern California

Sports Co-Director, Aug. 2020 - May 2021

- Manage staff of over 30 student journalists, oversee AM's sports output across digital, broadcast, audio and social platforms.
- Produce weekly live sports show and sports segment on daily news show.
- Direct breaking news coverage and edit and publish web articles.

Senior Sports Editor, May - Aug. 2020

- Budgeted and edited all digital sports content, posted to website using WordPress.
- Maintained relationships with assigned writers, wrote regular sports column.

Daily Trojan, University of Southern California

Associate Managing Editor, June 2019 - Dec. 2019

- Edited all sections, oversaw Sports section and wrote weekly sports column.
- Live-blogged all football games and edited game recaps on deadline.

National Sports Center, Blaine, MN

Media Intern, May 2019 - July 2019

- Planned and executed media coverage of Target USA CUP, the largest youth soccer tournament in the Western Hemisphere.
- Wrote, edited and published blog articles, social copy and press releases. Assisted with daily livestream show and media inquiries.

EDUCATION

University of Southern California, Los Angeles, CA

Bachelor of Arts in

Journalism, Class of 2021

Minor in Sports Media Studies (Communication)

- GPA: 3.867
- Dean's List

Medill-Northwestern Journalism Institute, Evanston, IL

Northwestern University,
Summer 2016

SKILLS & AWARDS

- Proficient in Microsoft Office Suite, Adobe Premiere, Photoshop, Audition and InDesign.
- Proficient in news/content production software such as iNews and OBS as well as content management systems such as WordPress and Arc Publishing.
- Familiar with Adobe Illustrator and Final Cut Pro.
- Course Certificate in Math Behind Moneyball, an 11-week online sports statistics class taught by Prof. Wayne L. Winston through the University of Houston and Coursera.