

# Aidan Berg

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## **WORK EXPERIENCE**

### **Digital Producer/Editor**

NBC Sports

May 2021-Present

Stamford, CT

- Won a Sports Emmy Award for Outstanding Interactive Experience for leading YouTube publishing campaign during 2024 Paris Olympics. Supported digital team's publishing and communications efforts for live event coverage of 2020 Tokyo and 2022 Beijing Olympic Games, multiple Ryder Cups, golf majors and the 2022 Super Bowl on NBC's air.
- Manage creative digital projects and content strategy for College Basketball, Golf and Notre Dame Football properties. Ideate content integration with live sports events, such as marketing of Caitlin Clark that resulted in 324,000+ new Peacock subscribers from Big Ten Basketball during 2023-24 season.
- Work as the go-to editor for college sports reporter Nicole Auerbach, partnering closely to pitch, develop and edit stories across web-based and social platforms as well as integrations with the "Rushing the Field" podcast.
- Write press releases and other publicity materials supporting NBC media rights deals, including the [Big East partnership launch](#), college basketball broadcast schedules and [Bracketology series](#).
- Title and publish content to NBC Sports site, app and YouTube channels. Work with product and engineering teams to shape NBC Sports website and app around needs of digital audience and enhance customer experience.
- Develop regular internal performance reports by analyzing audience viewership data. Present key findings and proposals for revised digital strategies and processes to senior leaders to maximize engagement.

### **Timberwolves Writer**

SB Nation and Fansided

Aug. 2021-June 2023

Minneapolis, MN

- Wrote articles about Minnesota Timberwolves, including game recaps, stats/film analysis and draft preparation.
- Covered three games in person during 2023 season, interviewing players and coaches in the locker room.
- Supplemented coverage with game film-based Twitter threads examining key trends in individual games.

### **Co-Host, Bleav in USC Basketball**

Bleav Podcast Network

Jan. 2021-May 2021

Los Angeles, CA

- Co-hosted weekly USC basketball podcast with former Trojan Chris Penrose.
- Scheduled and interviewed guests such as assistant Chris Capko during USC's first Elite Eight season since 2001.
- Edited episodes, including intro sequence in homage to Penrose's famous 3-pointer from 2007 Senior Day.

### **Podcast Co-Host**

Baseline to Bassline (self-started podcast)

June 2020-Mar. 2021

Los Angeles, CA

- Co-hosted and produced sports and music podcast with fellow USC journalism student.
- Conceived topics and brainstormed larger content and communications strategy across 26 episodes.
- Pitched, scheduled and interviewed guests such as ESPN Senior MLB Insider Jeff Passan.

### **Media Intern**

National Sports Center

May 2019-Aug. 2019

Blaine, MN

- Planned and executed written coverage of top storylines and schedules for Target USA CUP, the largest youth soccer tournament in the Western Hemisphere.
- Wrote and edited blog articles, social copy and press releases. Assisted with daily livestream show production and media inquiries, pointing local reporters to features such as the participation of a Liberian girls team.

## **EDUCATION**

### **University of Southern California**

Bachelor of Arts in Journalism, Minor in Sports Media Studies (Communication)

Aug. 2017-May 2021

Los Angeles, CA

Cumulative GPA: 3.87 (Magna Cum Laude, Dean's List)

Extracurriculars: *Daily Trojan* (Managing Editor, Sports Editor, Features Editor); Annenberg Media (Sports Director)

## **SKILLS**

- Microsoft Office Suite: Excel, PowerPoint, Word
- Adobe Creative software: Premiere, Photoshop, Audition, InDesign
- CMS platforms: WordPress, Arc Publishing, Brightspot
- Foreign languages: Spanish
- Course Certificate in Math Behind Moneyball, a Coursera sports statistics class through the University of Houston