

# Aidan Berg

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## EDUCATION

### **University of Southern California**

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

Cumulative GPA: 3.867 (Magna cum laude, Dean's List)

Aug. 2017-May 2021

Los Angeles, CA

## WORK EXPERIENCE

### **Digital Editor**

NBC Sports

May 2021-Present

Stamford, CT

- Title and publish written and video content as well as event streams to NBC Sports site, app and YouTube channels.
- Leverage performance data to optimize content engagement through SEO and sharing to external partners (Yahoo, Apple).
- Drive content strategy and write articles, live blogs and NBC media rights news announcements for college basketball, golf and Notre Dame football properties. Generate, research and pitch articles for college basketball coverage, making use of fluent understanding of SEO best practices and sports data analytics industry trends.
- Led YouTube publishing campaign during 2024 Paris Olympics. Supported digital team for 2020 Tokyo and 2022 Beijing Olympic Games, multiple Ryder Cups, golf majors and the 2022 Super Bowl on NBC's air.

### **Freelance Timberwolves Writer**

SB Nation and Fansided

Aug. 2021-June 2023

Minneapolis, MN

- Wrote articles including game recaps, stats/film analysis and draft preparation about Minnesota Timberwolves.
- Covered three games in-person during the 2022-23 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.

### **Sports Co-Director**

Annenberg Media

Aug. 2020-May 2021

Los Angeles, CA

- Managed staff of over 30 student journalists and oversaw sports output across digital, broadcast, audio and social.
- Produced weekly live sports shows and sports segments for daily news shows.
- Directed breaking news coverage and budgeted, edited and published web articles in WordPress.

### **Co-Host, Baseline to Bassline Podcast**

Self-started passion project

June 2020-Mar. 2021

Los Angeles, CA

- Co-hosted and produced sports and music podcast with fellow USC journalism student.
- Conceptualized topics and brainstormed larger content strategy across 26 episodes.
- Implemented creative segments such as pop song reactions and co-host's on-the-spot freestyle raps.
- Pitched, scheduled and interviewed guests such as ESPN Senior MLB Insider Jeff Passan.

### **Managing Editor**

Daily Trojan

June 2019-Dec. 2019

Los Angeles, CA

- Designed and edited all sections and oversaw Sports, covering Mike Bohn replacing athletic director Lynn Swann.
- Published weekly sports column on Mondays analyzing USC football games and season overall.
- Led production of first-ever, 32-page joint issue with *Daily Bruin* before football game vs. UCLA.

### **USC Football Freelance Beat Writer**

USC Scoop (Part of On3)

Oct. 2017-Dec. 2019

Los Angeles, CA

- Covered practices and games during USC's Pac-12 championship season, including conference title game victory.
- Connected Trojan recruiting targets to USC Scoop to enhance recruiting reporting.

## SKILLS

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