

SULAIMAN FOLARIN

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Professional Experience

TURNER SPORTS – CNN SPORTS and NBATV 2015 – present
VIDEO PRODUCER

- Hired by executive producer to produce content for CNN Sports and affiliates nationwide
- Lead team of Highlight supervisors, production assistants and loggers in content development
- Producing coverage on major NBA events (Christmas Day, NBA All Star Weekend and post season)
- Produced NBA interviews with Dwyane Wade, Chris Bosh, Rajon Rondo and others.

beIN SPORTS 2012 – present
ON-AIR TALENT/PLAY-BY-PLAY COMMENTATOR

- Hired by Talent Director to develop new markets and segments (USA and international)
- On-air talent and analyst on The Locker Room and The Express Xtra
- Play-by-play commentator of live games FIFA tournaments, La Liga, and Ligue 1
- Voice-over expert for highlights, packages and tosses
- **10X organic growth within 2 years** utilizing cross platforms including social media
- **23% audience increase** without significant marketing budget
- On target for **150% growth** in new markets by Q1 of 2017

YAHOO! SPORTS/JOCKLIFE.com 2008 – 2010
EDITOR-IN-CHIEF/REPORTER

- Hired by CEO to manage and lead content division of startup
- Managed 15 person team of content developers including writers, producers and editors
- Final approver of all creative content developed
- Developed creative content regularly resulting in **unique viewers of approximately 5,000 daily**
- Achieved over **10M unique readers** on Yahoo! home-page with exclusive articles
- Generated **2M online views** for Nike Trainer 1 brand launch
- Developed and featured in Adidas All-Star Weekend video with NBA player which generated **over 1M views**
- Exclusive interviews with **Mark Cuban, Usain Bolt, Carmelo Anthony, Tim Lincecum, Tony Hawk**

ESPN 2005 – 2012
WRITER & REPORTER

- Recruited by senior editor to grow content in Denver and Mountain West.
- Exclusive interviews include **Tim Tebow, Larry Bird, Steph Curry, Blake Griffin, Kevin Durant** and more
- Consistent **BREAKING NEWS** on Denver Nuggets and other teams by cultivating sources in NBA.
- Coordinated 2010 World Cup preview resulting in **over 1 million issues sold** for 2010 World Cup preview.
- Interviewed over **58 athletes** across NFL, NBA, MLB and NHL for MLK DAY.

AIT TV & RAYPOWER RADIO 1998-2001
ANCHOR

- Hired by Director of Programming and News to anchor radio and television shows
- Anchored #1 Sports TV show averaging **over 50M viewers across 2 continents**
- Daily Anchor for flagship morning news radio show with **over 20M listeners**
- Co-hosted specialty show on UEFA Champions League, Europa League and FA Cup.

Education

Bachelor of Arts, Mass Communication, Principia College
Bachelor of Arts, Sociology & Anthropology, Principia College