

# VICTORIA POWELL

## Creative Producer & Media Manager

victoria.powell531@gmail.com | [linkedin.com/in/victoriaivypowell/](https://www.linkedin.com/in/victoriaivypowell/)

### SUMMARY

Strategic communications professional with 5+ years of experience in writing, editing, and content planning within fast-paced service environments. Proven ability to translate complex topics into clear, engaging content for internal and external audiences. Strong editor with experience evaluating AI-powered editorial tools while maintaining human oversight. Proficient in CMS, Microsoft Office, and project management tools. Emmy award-winning background in media production and event storytelling.

### WORK EXPERIENCE

#### **Athletics Logistics Manager, The Lovett School** **Jan 2025 – Present**

- Served as communications liaison across administrators, coaches, vendors, and leadership; managed project timelines and stakeholder communications.
- Identified gaps in editorial and communications workflows, implementing improvements to reduce turnaround times and improve consistency.

#### **Statistical Crew, Atlanta Hawks** **Feb 2026 – Present**

- Compile and distribute official NBA game statistics, reports, and gamebooks for media, broadcast teams, and league personnel during home games at State Farm Arena.
- Coordinate media logistics and press coordination for broadcast crews, league officials, and media representatives in a fast-paced live event environment.

#### **Associate Producer, ESPN** **Oct 2022 – Dec 2024**

- Produced high-impact highlight packages, created and edited narrative content, feature story segments, and commercial shoots with over 2M+ viewership.
- Partnered with senior producers and on-air talent to craft executive-level storytelling for NBA, MLB, and national studio programming.
- Led cross-functional coordination for live event storytelling, production logistics, and on-site operations across multiple high-profile broadcasts.

#### **Content & Digital Media Manager, Travel Portland** **Feb 2021 – Jan 2022**

- Wrote and edited a wide range of content (press materials, internal memos, social/digital content) ensuring brand voice consistency and publication.
- Collaborated with senior leadership, subject matter experts, and cross-functional teams to develop content calendars aligned with city initiatives and industry trends.

#### **Game Night Operations Assistant, Portland Trail Blazers** **Oct 2021 – Jun 2022**

- Supported the basketball communications department during NBA home games by compiling and distributing official game statistics and media reports.
- Coordinated media access during events including Nike Hoop Summit, Phil Knight Invitational, and NCAA Division I Men's Basketball Tournament regional games.

### EDUCATION

#### **Master of Arts** **Aug 2019 – May 2021**

University of Georgia – Emerging Media Studies, Grady College Sports Media Certificate

#### **Bachelor of Arts** **Aug 2016 – Aug 2019**

Baylor University – Journalism and Mass Communications

### KEY SKILLS

- Live Event Operations
- Creative Direction
- Social Media Management
- Brand Strategy
- Cross-Functional Leadership
- Relationship Building
- Resilience and Organization
- Intermediate French/Spanish