

# BREANNA SORENSEN

MULTIMEDIA REPORTER - PRODUCER - STORYTELLER

 Dallas, TX 75206

 BreannaSSorensen@gmail.com

**Breanna Sorensen is a driven, team-oriented storyteller who prides herself on her work ethic, enthusiastic energy, and multimedia expertise.**

## Portfolio Website:

- [www.BreannaSorensen.com](http://www.BreannaSorensen.com)

## Work History

2021-08 - Current

### • **Multimedia Reporter & Producer**

*SMU Athletics, Dallas, Texas*

- Produced features, social media, & videoboard content for all 16 SMU Athletics teams
- Posted weekly videos and in-game graphics to enhance Mustangs' social media presence and grow following
- Edited and shot feature pieces to air on ESPN+ broadcasts to tell the stories of athletes and their teams
- Sideline reporter for all women's basketball team home games on ESPN+

2020-11 - 2021-07

### • **Multimedia Manager, Producer, and Reporter**

*USSSA Sports, Viera, Florida*

- Produced features and social media content for the nation's largest multi-sport youth organization
- Created promotional content to advertise upcoming youth baseball and softball tournaments
- Created and implemented social media plans
- Produced, edited, and shot feature videos highlighting the athletes within USSSA Sports

2020-07 - 2020-10

### • **Broadcast Operations Associate - NBA Bubble**

*ESPN, Orlando, Florida*

- Planned and coordinated all crew operations for ESPN's show The Jump and all NBA games during a global pandemic
- Coordinated with producers to ensure effective operation of broadcast systems and scheduling talent
- Worked with sound and video engineers to ensure audio and video quality during broadcasts

2019-07 - 2020-07

## **Multimedia Reporter & Producer**

*Navy Athletics, Annapolis, Maryland*

- Produced features, social media content, & conducted interviews with athletes on Navy's 33 varsity teams
- Hosted weekly social media shows getting to know athletes and coaches within the different teams
- Monitored website and social media traffic in order to improve audience engagement
- Conducted postgame interviews with each winning team which aired on social media accounts

2021-08 - 2022-05



## **Education**

### **Master of Science: Sport Management**

*Southern Methodist University - Dallas, Texas*

2016-08 - 2019-05

### **Bachelor of Arts: Broadcast Journalism**

*University of Central - Orlando, Florida*