

KAILA BURNS-HEFFNER

| kailaburnsheffner@gmail.com | 301-706-1872 | Portfolio: kailaburnsheffner.com

EDUCATION

Clemson University

May 2017

Bachelor of Arts in Sports Communication, Magna Cum Laude, Entrepreneurship Minor

SKILLS

Producing, shooting, editing, conducting interviews, hosting, writing, reporting, photography, WordPress, Scribe
Adobe Premiere Pro, Adobe Photoshop, Final Cut Pro, Quantel, Edius, Adobe InCopy, Social Media, and ENPS

WORK EXPERIENCE

ESPN | Content Associate

Jan. 2019 – Present

- Pitch storylines, work with producers and analysts to edit teases, advancers, telestrations, and all broadcast enhancements for the ACC Network's inaugural Primetime football crew
- Travel weekly with talent to produce, shoot and edit features for ACC Network studio shows
- Produce and edit ENG and sales shoots while also producing talent hits from the sidelines of games
- Served as college baseball's lead content associate. Traveled to the 2019 College World Series to work with talent, and shoot and produce ENG content for SportsCenter bumps and the broadcast
- Edit specialty elements, vignette pieces, flashbacks, and highlight packages to enhance broadcasts
- Generate ACC Network social media content, including at the 2020 CFP National Championship
- Manage organizational documents associated with college football, baseball, and volleyball

ESPN | Production Assistant

Aug. 2017 – Jan. 2019

- Screened both domestic and international shows and live events to make editorial decisions regarding which content and prominent storylines will re-air
- Edited video content and helped prepare broadcast crews for volleyball and basketball games

ESPN The Magazine | Intern

Jun. 2017 – Aug. 2017

- Conducted research and interviews for stories, fact-checked and edited magazine proofs
- Pitched ideas and wrote content published by The Magazine, espn.com, and espnW

Sports Illustrated Campus Rush | Correspondent

Aug. 2016 – May 2017

- Created digital video and social media content for Campus Rush's platforms

WSPA-TV | Sports and News Intern

Aug. 2015 – May 2017

- Helped shoot, produce and edit packages, cut VOs, VO/SOTs, and created shot sheets
- Conducted interviews, developed anchoring and reporting on-camera skills
- Wrote news stories and produced interactive content for wspa.com

ESPNU Campus Connection | Contributor

Apr. 2015 – May 2017

- Assisted in the shooting of promotional content for the 2015 College Football Playoff
- Pitched, produced, shot, edited, and reported on-camera to create digital video features

The Clemson Insider | Sports Reporter

Aug. 2014 – May 2017

- Wrote articles, enterprise stories, and features on Clemson football, basketball, and baseball
- Co-anchored weekly digital videos recapping press conferences, conducted player and coach interviews
- Created graphics for social media during games, produced and edited digital video content

Clemson News Now | Multimedia Journalist

Jan. 2016 – Aug. 2016

- Pitched stories, scheduled and conducted interviews, shot B-roll, wrote scripts, and edited video to produce weekly news packages for Clemson's website and ClemsonTV

Gaithersburg Giants Baseball | Director of Communications

Jun. 2015 – Jul. 2015

- Wrote game stories and features, conducted interviews, and operated all social media accounts

ACTIVITIES AND HONORS

Sports Journalism Institute: 2017

College of Behavioral, Social and Health Sciences Dean's Award for Professional Engagement: 2017

Sports Communication Representative for the Dean's Undergraduate Student Advisory Council: 2016-17