

KAILA BURNS-HEFFNER

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EDUCATION

Clemson University

May 2017

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

- Dean's Undergraduate Student Advisory Council: 2016-17 | Dean's Award for Professional Engagement: 2017

SKILLS

Producing, shooting, editing, interviewing, writing, reporting, storytelling, researching, podcasting, WordPress, ENPS, Adobe Creative Suite

WORK EXPERIENCE

ESPN | Associate Producer

Sept. 2021 – Present

- Live-produce Monday Night Football's 3rd Quarter re-tease, and produce high-end edit content
- Coordinate sense of place and scenic shoots to highlight each NFL city's unique culture
- Onsite producer for the 2022 NFL Combine player shoots, track and manage all creative content for the 2022 Draft
- Stage Manager and ENG content manager for the upcoming 2022 NFL Draft

ESPN | Production Assistant (2017-19) - Content Associate (2019-21)

Aug. 2017 – Sept. 2021

Monday Night Football | NFL Draft | ESPYS

- Produce promotional advancers for the broadcast and SportsCenter, live-produce halftime re-tease weekly
- Pitch storylines and collaborate across multiple departments to create and edit broadcast content
- Assist talent and production crew with note generation and information distribution, attend player and coach meetings
- Track social media and relevant news in-game to pitch engaging and timely content
- Sourced content from SIDs and agents to edit player and team storyline pieces for the 2020 and 2021 NFL Draft
- Produced bumps and feature content for the 2020 ESPYS Countdown Show, 2021 ESPYS and Sports Humanitarian Awards

ACC Network Primetime Inaugural Season | College Football Awards

- Pitched storylines, collaborated with producers and analysts to edit teases, advancers, telestrations, and all other edits
- Traveled weekly with talent to produce, shoot, direct, and edit features for ACC Network studio shows
- Produced and edited ENG and sales shoots weekly, while also field-producing Katie George's hits from the sidelines
- Coordinated with Disney staff to showcase a behind-the-scenes look at the shooting of the Disney+ movie, *Safety*
- Generated live and pre-produced social media content weekly, including at the 2020 CFP National Championship
- Produced nominee packages for the 2019 College Football Awards, and talent-produced for Maria Taylor

College Sports

- Served as college baseball's lead content associate from 2019-20, managing all organizational tracking documents
- Shot and produced ENG content at the 2019 College World Series while assisting talent in hits and interviews
- Produced ENG sound shoots with players and coaches at Vanderbilt and Louisville ahead of the 2020 baseball season
- Edited specialty elements, vignettes, flashbacks, and highlight packages to enhance broadcasts and studio shows
- Produced 8 team shoots, 4 teases, and shot half the ENG footage aired in the 2021 NCAA Beach Volleyball Championship

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

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 broadcasting skills
- Wrote news stories and produced interactive content for wspa.com

ESPNU Campus Connection | Contributor

Apr. 2015 – May 2017

- Assisted in the production 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 press conference recaps and game previews, conducted player and coach interviews
- Created graphics for in-game social media score updates, produced and edited all 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

Sports Illustrated Campus Rush | Correspondent

Aug. 2016 – May 2017

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

Gaithersburg Giants Baseball | Director of Communications

Jun. 2015 – Jul. 2015

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