

KAILA BURNS-HEFFNER

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WORK EXPERIENCE

ESPN | Associate Producer

Sept. 2021 – Present

- Live-produce Monday Night Football's sponsored halftime re-tease, produce all high-end edit content
- Hire crews, coordinate, research, produce, direct and manage budgets for onsite NFL shoots
- Onsite producer for the 2022 and 2023 NFL Combine and Draft player shoots, Draft stage manager, and tape producer
- Produce written and digital features for Special Olympics and ESPYS/Sports Humanitarian Awards
- Write features for espn.com in addition to full-time production responsibilities to reach fans across all platforms
- Manager for 2023 event production intern, provide mentorship and oversee career growth and development

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

Aug. 2017 – Sept. 2021

Monday Night Football | NFL Draft | ESPYS

- Researched storylines and collaborated across multiple departments to create and edit broadcast content and promos
- Supported talent and production through note generation, writing talent cards, and attending player and coach meetings
- Tracked social media and relevant news in-game to pitch engaging and timely content and potential breaking news
- Sourced content from SIDs and agents to edit player and team storyline pieces for the 2020 and 2021 NFL Draft
- Produced bumps and features 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 content
- 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

- Assisted in shooting, producing and editing packages, cut VOs, wrote shot sheets and scripts
- Conducted interviews, developed anchoring skills, wrote news stories 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 preview, recap, trending, and feature articles 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 packages

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
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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