





# EMMA COONS

<https://www.linkedin.com/in/emma-coons-61606219a/>

## CONTACT

-  (901) 457-9990
-  Hamden, CT
-  emma.coons818@gmail.com
-  <https://eccoons.wixsite.com/videoportfolio>

## EDUCATION

### UNIVERSITY OF ALABAMA

Bachelor of Arts in News Media

- Sports Concentration
- Minors: Management, Creative Writing
- GPA: 4.0
- Honors College

## AWARDS & HONORS

### OUTSTANDING SOCIAL MEDIA VIDEO 2022

College Sports Video Group Awards  
Collegiate Student

### KAPPA TAU ALPHA

2020-2023

Member

Mass Communication Honor  
Society

### UNIVERSITY OF ALABAMA

#### PRESIDENT'S LIST

Fall 2019, Spring 2020, Fall 2020,  
Spring 2021, Fall 2021, Spring  
2022, Fall 2022, Spring 2023

### MVP STUDENT EDITOR

2022

Crimson Tide Productions

## SKILLS

- Adobe Creative Suite
- YouTube Creator Studio
- YouTube Analytics
- ClipPro, WSC
- Quantel, Q-Cut
- xPression, Dashboard
- Dreamcatcher

## WORK EXPERIENCE

### DIGITAL & SOCIAL VIDEO ASSOCIATE

ESPN, Walt Disney Company (2023-Present)

- Analyzes YouTube data on nearly 20 different accounts to make content decisions and readjust for specific audiences.
- Collaborates with a team of 10 to select media across ESPN's content channels to share with a collective nearly 40 million YouTube subscribers.
- Oversees ESPN Throwback, a nostalgia-driven YouTube channel with over 343,000 subscribers and 500,000 views per week.
- Creates vertical content for all of ESPN's branded channels, spearheading vertical content for 'Numbers on the Board', an NBA-centric podcast.

### ASSOCIATE PRODUCER, BROADCAST ASSOCIATE

Crimson Tide Productions (2019-2023)

- Created and built graphics used to relay statistics using xPression as an Associate Producer.
- Edited clips collected from different athletic teams and compiled into videos in Adobe Premiere to be shown in-venue and social media.
- Collaborated with a team to orchestrate a broadcast for ESPN, the SEC Network and in-person viewers.
- Facilitated programs for student workers including trainings, social events, meetings and on-site preparations.

### SUMMER DEVELOPMENT INTERN

ESPN Films (2022)

- Researched ideas the ESPN Films and 30 for 30 development team generated and received from third parties.
- Combed through ESPN archival footage to find storylines for upcoming films such as a recent 30 for 30, The '97 Heisman.
- Fielded pitches and provided feedback on future films, documentaries and possible ESPN+ original content.
- Supported ESPN Films events of over 3000 attendees with ticketing, content quality controlling, and customer service.