






# WHITNEY H. HAWORTH

HOST, PRODUCER, REPORTER, SOCIAL MEDIA STRATEGIST, STORYTELLER

## EXPERIENCE

### CONTACT

whitneyhaworth@gmail.com  
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  @whitneyhaworth  
 /in/whitneyhaworth

### SKILLS

#### ON CAMERA:

Hosting, interviewing, sideline reporting

#### CAMERA:

Sony XDCam EX3, FS700, A7SII,  
Canon EOS Digital SLR, Panasonic  
AG

#### COMPUTER:

Adobe Premiere Pro and Creative  
Cloud, Avid Media Composer, Final  
Cut Pro, Microsoft Office

#### SPORTS WRITING:

Profile pieces, biographies, features,  
game previews and recaps

### EDUCATION

#### UNIVERSITY OF TENNESSEE

B.S., Communication  
Concentration: Journalism and  
Electronic Media, Sports Journalism

### ACTIVITIES/AWARDS

#### JUNIOR LEAGUE OF NEW ORLEANS

June 2018 - May 2020  
Lagniappe Magazine,  
Photography Committee

#### 2019 SVG COLLEGE SPORTS MEDIA AWARD FINALIST

Outstanding Live Game Production

### REFERENCES

Available Upon Request

#### PGA TOUR

*Host and Reporter (July 2020 - Present)*

- Serving as an independent contractor providing on-air talent and script creation for digital and social platforms

#### ESPN

*Sideline Reporter/Contributor (Jan. 2017 - Present)*

- Sideline reporter for select ESPN+ and ESPN3 baseball, basketball, golf, soccer, softball and volleyball broadcasts
- Contribute highlights and features that air on ESPN platforms

#### Sun Belt Conference

*Director of Digital and Social Media (Dec. 2017 - April 2020)*

*Digital and Social Media Correspondent (Sept. 2016 - Dec. 2017)*

- Hosted, produced, shot and edited all video content for Sun Belt social media platforms
- Directed and drove the conference's social media strategy
- Regularly capitalized on digital and social trends that resulted in coverage on ESPN and NCAA platforms
- Directed on-site ESPN productions of conference championships
- Wrote feature stories on student-athletes, coaches, administrators and special events
- Oversaw conference-wide coordination of announcements and press releases using shared content calendars
- Assisted with marketing and public relations strategies that enhanced the Sun Belt brand while creating more end user engagement
- Collaborated with all 12 institutions to promote league-wide initiatives such as Extra Yard For Teachers, mental health awareness and diversity and inclusion

#### SEC ESPN Network

*Sideline Reporter/Contributor (Aug. 2014 - July 2016)*

- Sideline reporter for select SEC Network+ basketball, softball, tennis and volleyball broadcasts
- Highlights and features contributor for SEC Network and SECSports.com

#### The University of Florida Athletic Association

*Reporter/Producer, Intern, GatorVision (July 2015 - July 2016)*

- Reporter/producer for football, softball, and both men's and women's basketball, golf and tennis teams
- Hosted, interviewed, shot, produced and edited features, highlights, hype videos and one-on-one interviews
- Worked with communications and marketing departments to create and execute promotional and social media strategies
- Assisted in all areas of production at 2015 SEC Football Championship, 2015 NCAA Volleyball Tournament, 2016 SEC Women's Basketball Tournament, 2016 SEC Men's Tennis Tournament, 2016 NCAA Men's and Women's Tennis Championships and 2016 NCAA Men's Golf Championship

#### The University of Tennessee Athletic Department

*Reporter/Producer, Intern, VFL Films (July 2014 - June 2015)*

*Media Relations Assistant (Aug. 2012 - June 2014)*

- Hosted, interviewed, shot, produced and edited video features for all sports
- Hosted and edited "A Thousand Words," a weekly series discussing Tennessee photography
- Shot and edited highlights and press conferences for all sports
- Wrote daily articles and updates covering football and basketball
- Compiled daily news clippings and maintained all archives for coaches, senior administration and media
- Served as a media relations assistant at the 2012 and 2013 SEC Football Championships and 2014 NCAA Women's Basketball First and Second Rounds