

KARLI BELL

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Chicago, IL

PROFESSIONAL EXPERIENCE

Marquee Sports Network Digital Content Producer/Editor

Chicago, IL
February 2020 - Present

- Originate and launch *Chicago Sky: No Limits* in 2023, a monthly in-season program dedicated to the Chicago Sky, the first of its kind in the country
- Host, produce, edit and shoot *Chicago Sky: No Limits* since its creation
- Ideate and pitch sponsorable segments to sales for linear, digital and social posts, leading to a 250% increase in viewership from the 2023 season to the 2024 season of *Chicago Sky: No Limits*
- Develop and maintain relationships with Chicago Sky front office, personnel, coaching staff and players
- Pitch, produce, shoot, edit and write short and longform storytelling about both fans and players of the Chicago Sky and Chicago Cubs
- Collaborate with the social media team on the @MarqueeSky account to increase engagements by 500% from 2023 to 2024
- Aid in launch of two Marquee Sports Network apps, the pilot app in 2020 & the direct-to-consumer app in 2023
- Organize, populate & manage content published to the direct-to-consumer app and website
- Collaborate with the digital and marketing departments to promote television content and create new forms of storytelling across all platforms

WICS Newschannel 20 Sports Anchor/MMJ

Springfield, IL
June 2018 - February 2020

- Host/producer of weekly high school football & basketball shows
 - Showcased game coverage throughout Central Illinois from the start of the season through state championships
- Sideline reporter for live high school football games
- Anchored and produced three sportscasts daily for both ABC & FOX stations with footage and graphics
- Shot and edited all footage and longform stories for daily sportscasts
- Created a higher station relationship with University of Illinois-Springfield, allowing creative content for both news and sports
- Navigated department restructuring with a 50% reduction in staff by taking on a leadership role, delegating game coverage to videographers and collaborating with viewers for footage

WYMT Mountain News Sports Anchor/MMJ

Hazard, KY
June 2016 - June 2018

- Host/producer of weekly high school football & basketball shows
 - Showcased game coverage throughout Eastern Kentucky from the start of the season through state championships
- Anchored and produced two sportscasts daily with footage and graphics
- Shot and edited all footage and longform stories for daily sportscasts
- Revitalized strained relationships with 60+ high schools and seven local colleges, allowing better content and access to both coaches and players
- Twice nominated for Best Sports Feature (Kentucky AP Awards)
- Two-time winner (2017 & 2018) of Best Sports Prep Show (Kentucky AP Awards)

EDUCATION

Ohio University
BS in Journalism

SKILLS

Sports events coverage
Sports knowledge & history
Live-tweeting & real-time reporting
Data gathering & research
Video production
Scripting & ad-libbing

Photography
Videography
Television
Writing
Interviewing
Copywriting

ENPS & iNews
FTP & Video Sharing
Chyron & VizRT Pilot
Microsoft Office
Adobe Premiere, Avid & Edius
Livestreaming technologies