

Karli Bell

773-724-1176 | karlibell773@gmail.com | Chicago, IL | [LinkedIn](#)

CAREER SUMMARY

Creative and results-driven digital content professional with nearly a decade of experience producing, hosting, and editing high-impact storytelling across television, digital, and social platforms. Proven success leading cross-functional teams, developing sponsorable concepts, and driving measurable audience growth for major sports networks and brands. Skilled in multi-platform strategy, brand storytelling, and data-driven content optimization that connects fans to culture and business goals.

Core Competencies: Digital Content Strategy, Brand Storytelling, Creative Direction, Social Media Management, Sponsorship Integration, Video Production & Editing, Cross-Functional Collaboration, Analytics & Audience Insights, Partnership Development, Campaign Optimization

SKILLS

Creative Tools: Adobe Premiere Pro, After Effects, Photoshop, Avid, Final Cut Pro, Edius

Production & Tech: LiveU, vMix, Canon/Nikon/Sony Cameras, Chyron, VizRT, FTP Platforms

Digital & Analytics: SEO, Content Management Systems, Social Analytics (Sprout, Meta Insights), Google Analytics

PROFESSIONAL EXPERIENCE

On Air Analyst & Digital Content Producer

February 2020 – March 2025

Marquee Sports Network | Chicago, IL

- Created and launched Chicago Sky: No Limits—the nation’s first monthly WNBA-focused in-season program—serving as host, producer, and editor while leading all aspects of creative execution.
- Increased viewership by 250% year-over-year by developing cross-platform content and sponsorable segments that aligned with brand strategy and advertiser goals.
- Partnered with marketing and social teams to transform linear broadcasts into digital-first storytelling, resulting in a 500% engagement increase across Marquee’s @MarqueeSky platforms.

Sports Anchor & Multimedia Journalist

June 2018 – February 2020

WICS Newschannel 20 (ABC/FOX Affiliates) | Chicago, IL

- Produced and anchored daily sportscasts and weekly feature shows covering local, collegiate, and high school athletics, maintaining brand consistency across dual network affiliates.
- Strengthened media partnerships with the University of Illinois–Springfield, expanding creative collaboration opportunities between news and sports programming.
- Assumed departmental leadership during restructuring, delegating coverage and mentoring videographers to maintain production quality amid reduced staffing

Sports Anchor & Producer

June 2016 – June 2018

WYMT Mountain News | Hazard, KY

- Produced and hosted high school football and basketball programming, revitalizing coverage partnerships with over 60+ high schools and 7 colleges across the region. Assumed departmental leadership during restructuring, delegating coverage and mentoring videographers to maintain production quality amid reduced staffing.
- Delivered award-winning storytelling recognized by the Kentucky Associated Press Awards, including two-time honors for Best Sports Prep Show.
- Built community engagement through localized sports coverage that strengthened station loyalty and audience retention.

EDUCATION

Bachelor of Science in Journalism / Ohio University