

Rob Werner

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EDUCATION

Arizona State University

Master's –
Mass Communication & Media
Studies
Aug 2019 - May 2020
Bachelor's –
Sports Journalism
Aug 2016 - May 2019

Skills

Storytelling
Producing
Studio Production
Post-Production
Content creation
On-Camera Broadcaster
Television Producing
Radio Producing and Broadcasting
Social Media Producing
Podcasting
Communication
Leadership

Technology

Avid
IP Director
Adobe Premiere Pro
Adobe After Effects
Adobe Audition
Adobe Photoshop
Microsoft Excel
ENPS News
Dalet
Final Cut Pro

EXPERIENCE

Tennis Channel | Producer

May 2022 - Present | Santa Monica, CA

- Transforms live sports broadcasts into compelling short-form content for social media, resulting in a 20% increase in engagement
- Streamlines live-streaming infrastructure, integrating analytics for improved viewer engagement and optimized video delivery

Association of Tennis Professionals (ATP) |

Play-by-Play Broadcaster

July 2023 - Present | (Domestic and International Travel)

- Delivers engaging on-camera play-by-play commentary for global OTT platforms, crafting concise and shareable highlights for social media, resulting in a 15% increase in video clip views on Instagram and 22% on X
- Coordinates with technical production teams to ensure seamless live broadcast execution across digital networks

Pac-12 Networks | Associate Producer

Aug 2020 – Aug 2022 | San Francisco, CA

- Led production meetings and conceptualized segment ideas to drive engaging content
- Served as Highlight Supervisor for studio shows, ensuring high-quality content
- Managed team of 15 production assistants overseeing daily tasks and project timelines

Sundevilsources.com | Head of Multimedia Content

Aug 2017 – July 2020 | Phoenix, AZ

- Managed all multimedia content including written stories, podcasts, video packages, and social media posts for ASU football, basketball and baseball

NBC Sports Bay Area | Sports News Intern

May 2017 – Aug 2017, May 2019 - Aug 2019 | San Francisco, CA

- Hands-on experience with editing, in-field shoots, participating in rundown meetings, assisting with marketing of on-site events

Bourne Braves – Cape Cod Baseball League |

Sideline Reporter

May 2018 – Feb 2019 | Cape Cod, MA

- Producing all multimedia content including interviews, features and social media for the Bourne Braves organization