



# Lacey Yahnke

## Sports Producer

Highly motivated multi-media sports journalist with experience in short-form features, studio & live event production, editorial & digital content, and media relations. I am dedicated to demonstrating my passion for storytelling, and creating compelling and impactful stories with enthusiastic creativity. I bring four years of storytelling experience, multiple award winning short features, and a Bachelor of Arts in Communication and Journalism Studies.

## Contact

### Phone

619-681-4122

### Email

laceyrae.yahnke@gmail.com

### Address

5052 Gasconade Avenue  
San Diego, CA 92110

## Education

2017-2021

**Bachelor of Arts:**  
**Communication, Journalism**  
Santa Clara University

2017-2021

**Division I Student Athlete**  
**Cross Country, Track and Field**  
Santa Clara University

## Key Skills

- Video Production & Editing
- Adobe Premiere Pro, Photoshop
- Project Management
- Script Writing and Feature Writing
- Social Media Proficiency
- Written Communication

## Awards

- 2024 New York Festival TV & Film  
Finalist- Sports and Entertainment

*Images of the Year 2023*

- 2023 National Academy of Arts and  
Sciences- Emmy  
*SportsCenter*

## Experience

### ○ ESPN

November 2021 - May 2024

#### Content Associate Producer

SCEU (*SportsCenter Enhancement Unit*) / Features Unit

- Collaborated with project management teams to produce relevant sports narratives across ESPN's multi-media platforms, while collaborating with staff editors to effectively meet deadlines and achieve post-production outcomes.
- Oversaw all video production elements during multiple Feature shoots, such as lighting, sound, camera operation, set design, etc.
- Produced 3+ essays and features bi-weekly, from initial concept development through post-production editing.
- Developed graphic ideas and photo templates to create high-quality customs utilized throughout various projects.
- Produced teases and highlights for *Sunday Night Baseball* & *U.S Open*, producing 20+ highlights and 4+ teases per week.
- Wrote script for talent voice overs, newscasters and featured segments for *SportsCenter*.
- Originated and pitched 10+ editorial story ideas per week to various Studio shows.

### ○ NBC Sports

June 2020 - October 2021

#### Olympic Writer and Editorial Researcher

Editorial Unit / Research Team

- Produced 3+ event recaps per day, offering key storylines and regulating breaking news in primetime coverage across 5 sports during the Tokyo Olympic Games.
- Served as a Media Relations Coordinator across 5 sports, handling incoming media inquiries and monitoring the broadcast feed for interviews, press sound, etc.
- Performed other duties that required editorial support, such as preparing press statements and scheduling interviews across assigned sports' broadcast teams.
- Developed, pitched and created 6+ stories for *On Her Turf*, NBC Sports' news platform highlighting female Olympic athletes and their careers.
- Launched 100+ videos and articles across *NBCSports.com*, *NBC Sports App* & *Youtube* using SEO titles, headlines, descriptions & social media tags in real time.

### ○ The Santa Clara Sports Editor

January 2018-June 2021

Santa Clara University Newspaper Staff

- Managed Sports Editorial staff, writing and editing 5-7 articles/week covering local and national sports at Santa Clara University and the wider Bay Area.
- Produced a weekly sports column titled "Sideline Chatter" covering marginalized, underrepresented social issues in sports, such as racial injustice and gender equality.

## Portfolio

[Video Production Reel](#)

[Personal Website](#)