

Annette Johnson

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RELEVANT EXPERIENCE

Olympics Researcher, Writer and Digital Content Producer, NBC Sports *Sept. 2022-Present*

- Compose daily notes, news, storylines and statistics to broadcast crews across multiple sports and studio shows, along with graphical information for producers across multiple Olympic Games assignments to ensure accuracy for the network. Write scripts for studio coverage.
- Pitch and contribute written pieces to NBC's editorial team to be published on *nbcsports.com* using SEO optimization tools
- Produce weekly engaging digital segments for NBC Sports' WNBA coverage
- Serve in both on-camera and production roles, including as an interviewer and primary videographer using Sony FX3/FX6 cameras at WNBA All-Star Weekend
- Create social content for NBC NIL athletes, generating 10k+ impressions per post
- Shoot, produce and edit creative content for NBC Sports' digital and social platforms using Sony FX3/FX6 cameras, Adobe Premiere Pro, AVID and WSC

On-Air Talent, Liberty Broadcasting, Liberty University *Jan. 2022-Present*

- Serve as a sideline reporter, host, play-by-play announcer and producer for NCAA Division I and ACHA hockey broadcasts aired on ESPN+, averaging five live broadcasts per week
- Conduct live hits and mid-game/postgame interviews during regular-season and Conference USA Championship broadcasts, providing real-time reporting and supplemental information
- Serve as rinkside reporter, intermission host and play-by-play announcer for Liberty hockey while hosting the weekly "Rock the Rink" podcast
- Operate professional broadcast cameras for live NCAA Division I productions in addition to on-air and producing responsibilities

Founder & Creator, 49ers 24/7 *March 2018-Present*

- Manage an independent professional sports media platform producing daily news coverage, digital journalism, graphics, short-form video and social content for an audience of more than 47,000 followers

ADDITIONAL EXPERIENCE

Freelance Broadcaster, American Collegiate Hockey Association *September 2024-Present*

- Host the annual ACHA National Tournament Selection Show and contribute to national hockey coverage

TECHNICAL SKILLS

Adobe Premiere Pro, AVID, WSC, Adobe Creative Suite, Sony FX3/FX6, Sony HDC-5500 & HDC-4300

EDUCATION

B.S. Digital Media and Journalism: Sports Journalism, Liberty University *May 2024*

- Minor: On-Camera Performance and Digital Media Performance; Dance
- 3rd Team All-American Jim Nantz Award Honors from STAA Talent