

JACKIE PEPPER

WWW.JACKIEPEPPER.COM

SENIOR VIDEO PRODUCER (SHE/HER)

Award-winning producer with 15+ years experience creating compelling visual content with powerful storytelling using a broad range of formats including live broadcast, documentary and daily short form video. Forward-thinking visual storyteller who leverages ingenuity and creativity with logic and analytical thinking to achieve high-quality and inspired content that is both valuable to audiences and economically viable. Flexible and collaborative leader with high emotional intelligence and reputation for bringing multi-disciplinary teams together to challenge the status quo and push the boundaries of what's possible. Dedicated to keeping colleagues safe by staying up to date on vaccines and boosters, including COVID and Flu.

SKILLS AND EXPERTISE

- Video production (studio/field/live)
- Leadership + editorial management
- Development + storytelling
- Writing + directing
- Partnerships + sponsorships + RFP
- Project management
- Creative direction
- Video editing and post-production
- Logistics + budget management
- Crew management + team building
- Collaborative decision-making
- Operational efficiency
- Podcast + Vodcast production
- Public speaking + presentations
- Research + location scouting
- Social media + branded content
- Features + originals + documentary
- Talent development + mentoring

EXPERIENCE

Senior Video Producer • 2012 – 2023

Yahoo Sports Los Angeles, CA

Promoted to oversee editorial direction, media plan and production of daily, tentpole, and feature content from story conception through final edit and publish on Yahoo.com and partner properties. Collaborated closely with senior executives, talent, studio, product, sales, and brand partners to guide development and generation of cross-platform content initiatives and strategy. Managed teams ranging from five to 150+ employees.

KEY CONTRIBUTIONS

- Developed and executive produced 1000+ episodes of daily flagship show **The Rush** (650M+ streams), achieving YoY growth for 3 consecutive years and securing 10 custom branded sponsorships.
- Produced multiple high-end documentary series from development through delivery.
- Led multiple projects that contributed toward media plans driving several million dollars of revenue, annually.
- Devised tentpole strategy and created content for major national and global sporting events including the Olympics, World Cup and Super Bowl.
- Co-created the **Voting Playbook**, an award-winning interactive map and video series (4M views) fusing sports and voting education; made significant social impact.
- Developed interactive web and mobile interface for 2020 Olympics content (75.5M streams).
- Spearheaded collaboration among multi-disciplinary teams, incorporating sports across Yahoo verticals and platforms to improve user experience.
- Adapted daily studio show to fully remote operation within 24 hours.
- Increased operational efficiency by developing administrative system.

EXPERIENCE CONTINUED

Producer & Investigative Reporter • 2012

TMZ Hollywood, CA

Investigated and enterprise-reported sports stories, appearing on nationally syndicated shows TMZ and TMZ Live.

Television Sports Reporter & Anchor • 2009 – 2010

NBC SportsNet Boston, MA

Field reported from games, practices, and special events. Anchored in-studio for NBC SportsNet and sister network NECN.

KEY CONTRIBUTIONS

- Reported live coverage of the Patriots, Celtics, Red Sox, and Bruins on network's flagship daily show *SportsNet Central*, reaching 4M+ households.
- Developed strong sources within each of Boston's pro sports teams.

Television Sports Reporter & Anchor • 2008 – 2009

KIDK-TV CBS Pocatello, ID

Covered high school, college, and pro sports during live local broadcasts. Reported and anchored both sports and news. Wrote in-studio anchor segments.

KEY CONTRIBUTIONS

- Shot, wrote, and edited all field reports and anchor segments, prioritizing compelling stories and accurate reporting.
- Built trust and strong relationships within the community.

ADDITIONAL RELEVANT EXPERIENCE

Production Assistant: NFL Network, Culver City, CA

Production Runner: ESPN / ABC Sports, Nationwide

EDUCATION

Bachelor of Arts, Interdisciplinary Studies

Journalism • Communication • Sociology

University of Arizona

AWARDS

AP Sports Editor Award

Best Digital Content

2020

Cynopsis Award

Best Get Out The Vote

Campaign

2020

Edward R. Murrow Award

Online Sports Reporting

2014

All-Sports Film Festival Bronze

Short Documentary

2014

NY Festivals Gold Medal

Online Sports Program

2013

NY Festivals Bronze Medal

Online Sports Program

2013