

BRENNA WHITE

ASSOCIATE EDITOR/JOURNALIST

Los Angeles, CA | [Portfolio](#)

PROFESSIONAL EXPERIENCE

Associate Editor, ESPN Los Angeles, CA

April 2024 - Present

- Curate the front page of ESPN.com and all sports pages during live sporting events (and during offseasons)
- Help lead the ESPN.com team in decision-making during breaking news scenarios/live events (including Super Bowl LIX, The Masters, NHL Honors, Heisman Trophy winner being announced, etc.)
- Organize ESPN.com to offer the best user experience as content, such as video, news, reaction pieces and even trending stories are being published
- Manage live games on ESPN's air for ESPN.com to make sure the user gets the best experience, including Monday Night Football, Sunday Night Baseball and more
- Work with sports editors and news editors to get all crucial content and news up on ESPN's website as soon as possible and in the best way for the audience to enjoy
- Create compelling headers and headlines to drive engagement to stories or videos on ESPN.com
- Nominated and accepted into ESPN's Emerging Digital Leaders class of 2025 based on performance and potential
- Won Editor of the Month in December of 2024 and was an honorable mention for August and November 2024

Digital Content Producer, National Football League Inglewood, CA

Nov. 2022 - April 2024

- Write [full-length stories/articles](#) about any current events or breaking news for all 32 NFL teams while abiding by AP Style guidelines to get news out accurately and promptly
- Write [post-game analysis](#) from live games assigned to me for NFL.com's original content team, as well as write [feature stories](#) by conducting interviews with subjects
- Establish a relationship with NFL.com writers and on-air talent to edit articles carefully with attention to detail for grammatical errors, factual mistakes, and ensure that the story abides by AP Style
- Lead NFL.com as the Digital Media Editor when on solo shifts and handle breaking news scenarios while building and formatting each article to be edited or written in a fast-paced environment
- Use judgment when news breaks and execute all breaking news tasks for NFL.com and the NFL mobile app
- Curate compelling tweets to be sent from the [@aroundtheNFL](#) social media account to bring engagement to articles
- Craft creative messages to send push alerts from the NFL mobile app for breaking news or team alerts necessary to enhance engagement
- Assist the assignment desk in sending out news to members of staff, including recapping head coaches, players and any news that is reported from all 32 teams
- Cut/edit photos using the Photoshop tool and upload them to the CMS for all written digital content
- Strong understanding of Forge/Pockett CMS from editing content and stories for NFL.com

News Assistant, ABC7 (KABC-TV) Glendale, CA

May 2022 - April 2024

- Edit clips of stories and reporter packages from each show for all social media platforms
- Assist all producers and editors by putting in reads for the anchors for each show
- Help producers on the field during live pre-game and post-game shows for Los Angeles Rams games
- Assist directors by teleprompting each show back-to-back, as well as gathering videos for reporters

Producer/Reporter, Valley View News Northridge, CA

Jan. 2022 - May 2022

- Write broadcast-style scripts for the A block, and edit all of the written scripts
- Assemble and film B-roll to create packages on sporting events or news related to the sports program at CSUN
- Report on sports stories happening at CSUN alongside hard news
- Used alternative forms of storytelling, such as video, photos, graphics, and writing, when creating my [news package site](#)

EDUCATION

California State University, Northridge

Graduated May 2022

Bachelor of Arts in Broadcast Journalism, Minor in Communications

- GPA: 3.6/4.0
- Treasurer, Society of Professional Journalists