

ZACHARY GREENE

SPORTS MEDIA PRODUCER | NFL & NBA DIGITAL CONTENT | SHORT-FORM VIDEO STRATEGY

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PROFESSIONAL EXPERIENCE

95.7 THE GAME (AUDACY)

Producer & Digital Content Creator

San Francisco, CA | Mar 2025 - Present

- Produce original NFL and NBA content through credentialed locker room, practice, press conference, and game-day access covering the San Francisco 49ers and Golden State Warriors.
- Generated 19M+ video views on Gondola and 2M+ Instagram views while helping manage 150K+ combined followers across the #1 social ecosystem in the Audacy network.
- Drove five-figure Facebook monetization revenue through data-informed publishing, packaging, and platform optimization.
- Turn breaking sports news and live radio moments into platform-native video within minutes for Instagram, TikTok, YouTube, Facebook, and X.
- Own the production workflow from ideation and capture through editing, publishing, asset management, and performance analysis using Premiere Pro, After Effects, Photoshop, and DaVinci Resolve.
- Collaborate with on-air talent, producers, editorial leaders, and sales partners to deliver branded content and sponsorship-ready storytelling under daily deadlines.

NBC SPORTS BAY AREA

Production Intern

San Francisco, CA | May 2023 - Sep 2023

- Supported live production for 49ers Central and Warriors Pre/Postgame, coordinating talent, footage, and production workflows in a fast-paced control-room environment.
- Shot and edited b-roll, highlights, and digital recap assets using Premiere Pro and Avid Media Composer.
- Logged and organized high-volume footage to improve asset accessibility for broadcast and digital production teams.

HOOSIER HUDDLE

Indiana Football & Basketball Reporter / Content Creator

Bloomington, IN | Nov 2020 - Apr 2024

- Covered Big Ten football and basketball with credentialed press box, sideline, and locker room access, producing player interviews and multimedia game-day coverage.
- Created serialized video, social graphics, and written content that generated 200K+ total views and contributed to 30%+ audience growth over two seasons.
- Built content calendars around recruiting, game weeks, breaking news, and key moments in the Indiana Athletics news cycle.
- Partnered with student-athletes and staff on NIL-focused storytelling aligned with program voice and audience expectations.

EDUCATION

INDIANA UNIVERSITY BLOOMINGTON

B.A. Sport Media | May 2024

Minor: Entrepreneurship & Small Business Management, Kelley School of Business

EXECUTIVE PROFILE

Sports media producer with professional experience creating high-impact content across the NFL, NBA, and Big Ten. Currently produce credentialed 49ers and Warriors coverage for Audacy, generating 21M+ cross-platform video views, five-figure monetization revenue, and measurable audience growth through platform-native storytelling.

CAREER HIGHLIGHTS

21M+ VIDEO VIEWS

Across Gondola and Instagram

150K+ FOLLOWERS

Audience across Audacy social channels

FIVE-FIGURE REVENUE

Facebook video monetization

NFL & NBA ACCESS

49ers and Warriors credentialed coverage

30%+ GROWTH

Hoosier Huddle audience increase

NFL-RELEVANT EXPERTISE

- Credentialed locker room coverage
- Game-day and practice content
- Athlete interviews and features
- Breaking-news response
- Short-form vertical video
- Branded and sponsored content
- Live-event production
- Content calendars and analytics

PRODUCTION TOOLS

Adobe Premiere Pro
After Effects
Photoshop
DaVinci Resolve
Avid Media Composer
Sony FX / Blackmagic
iPhone-first capture
Gondola Analytics

PLATFORMS

Instagram • TikTok • YouTube • X • Facebook • Reels • Shorts