

ASHLEY HUFFORD

PRODUCER • EDITOR • SOCIAL MEDIA MANAGER

CONTACT

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 ASHLEYHUFFORD.COM

EDUCATION

NEW YORK UNIVERSITY
BFA / FILM & TELEVISION PRODUCTION
MINOR: PRODUCING
HONORS DIPLOMA

AWARDS

EMMY AWARD 2016
OUTSTANDING SOCIAL
TELEVISION EXPERIENCE
GARBAGE TIME

SKILLS

ADOBE PREMIERE PRO
ADOBE PHOTOSHOP
ADOBE LIGHTROOM
TIKTOK
TWITTER
INSTAGRAM
FACEBOOK
SNAPCHAT
MICROSOFT OFFICE
ENPS

NOTABLE

US CITIZEN CURRENTLY ON WORK VISA IN
TORONTO, CANADA

OVER 25K TIKTOK FOLLOWERS
@ASHLEYHUFFORD

EXPERIENCE

Supervising Producer Video & Podcast Yahoo Sports Canada | Verizon Media

2019 - 2020

- On the ground social & video coverage for all Toronto Raptors & Toronto Maple Leafs games
- Developed, produced and edited video content, podcasts, live programming, studio shows and series
- Oversaw the execution of video and audio programming start to finish
- Managed in-house production staff and freelance crews to execute technical and editorial vision
- Supervised video strategy for social distribution
- Created customized mobile video content and programming for OTT platforms
- Partnered with sports leadership team to pursue business and growth opportunities
- Supervised and directed the distribution and programming of all original video and audio content
- Identified strategic partners and external collaboration opportunities

Producer Bleacher Report

2016 - 2019

- Launched Bleacher Report's Instagram Story content.
- On the ground social coverage for live sporting events such as Super Bowl, Pro-Bowl, Army/Navy Game, Rose Bowl, NFL Draft and more for B/R's Instagram & Snapchat.
- Pitched, planned and produced multiple videos each week for B/R's social platforms
- Planned future events and story coverage in conjunction with content and programming teams
- Mentored junior producers and production assistants

Senior Associate Producer Garbage Time with Katie Nolan | FS1 | Embassy Row Productions

2015 - 2016

- Created and managed social accounts and content over multiple social platforms.
- Segment producer around high-profile guests
- Coordinated field shoots and worked with talent
- Produced, researched & mixed audio for the Garbage Time podcast.
- Produced live hour-long show on-site at Super Bowls 50 and multiple special feature episodes over two seasons.

Production Assistant NHL Live | National Hockey League

2011-2015

- On the ground social content for Winter Classic, All-Star Game, NHL Awards, NHL Draft and Stanley Cup Playoffs & Finals.
- Produce, write and edit for NHL Studio Productions,
- Control Room Assistant Director for daily show NHL Live
- EVS/Stratus Operator
- Daily Copy Write for NHL Live Blog

Internships

The Colbert Report, Late Night with Jimmy Fallon, BBC America, National Hockey League