

## **JULIA K. ADAMS**

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### **EDUCATION**

#### **UNIVERSITY OF SOUTHERN CALIFORNIA**

**Los Angeles, CA**

##### ***Annenberg School for Communication and Journalism***

- M.A. in Specialized Journalism with honors
- B.A. in Broadcast and Digital Journalism, *Cum Laude*

***August 2020***

***May 2019***

### **EXPERIENCE**

#### **NATIONAL BASKETBALL ASSOCIATION (NBA)**

**New York, NY**

##### ***Social and Digital Content Publisher***

***February 2021– Present***

- Create video content including stories, player highlight packages, and condensed games to promote across digital and social channels
- Craft and send push notifications and in-app messages to global audiences reaching up to 2 million fans
- Develop and execute digital content strategy across platforms to promote NBA League Pass and the NBA App. Write articles and conduct interviews for NBA website

#### **SPECTRUM ORIGINAL PROGRAMMING**

**Los Angeles, CA**

##### ***Production Assistant***

***November 2020 – February 2021***

- Assist producers in all aspects of the production of Spectrum Sportsnet's original programs including *Backstage: Lakers* and *Backstage: Dodgers*. Edited SOTs for show on Adobe Premiere Pro and wrote show summaries for the web

#### **USC ATHLETICS**

**Los Angeles, CA**

##### ***Broadcast and Radio Host | USC Football***

***August 2019 – January 2020***

- Conducted pregame, on-field interview with USC head football coach. Featured on-air journalist for KABC Radio Halftime Show for all USC football games

#### **IAAF, FINA, INTERNATIONAL OLYMPIC COMMITTEE**

**South Korea, Qatar**

##### ***Digital Reporter***

***July 2019 – November 2019***

- Worked as an on-camera and print journalist during the 2019 World Aquatics Championship in South Korea and the 2019 World Athletics Championship in Qatar

#### **ANNENBERG MEDIA**

**Los Angeles, CA**

##### ***Sports Director/On-Air Reporter***

***August 2016 – May 2021***

- Oversaw all broadcast and digital sports coverage. Managed and trained 70+ student sports journalists in all aspects of production. Worked with USC Athletics on game and practice coverage. Developed social team.

#### **WASSERMAN**

**Los Angeles, CA**

##### ***Broadcast Intern***

***May 2018 - August 2018***

#### **LOS ANGELES SPORTS & ENTERTAINMENT COMMISSION**

**Los Angeles, CA**

##### ***NBA All-Star 2018 Intern***

***December 2017 - February 2018***

#### **FOX SPORTS**

**Los Angeles, CA**

##### ***Media Relations Intern***

***October 2017 – December 2017***

### **AWARDS**

#### **CHICK HEARN MEMORIAL SCHOLARSHIP**

- Selected by USC faculty and Lakers organization for scholarship awarded to standout Annenberg student intending to pursue a career in sports journalism