

JESSICA ARMSTRONG

Contact

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- 📍 McKinney, Texas

Expertise

Leadership
Pre&Post production
Storytelling
Project Management
Creativity
Adaptability

References

Jason Walsh

CCO, APMC

Phone: 214-336-8750

Email: j.walsh@aparentmedia.com

Greg Flick

VP of Content, Victory Sports Network

Phone: 972-983-8360

Email: gflick@dallasstars.com

Dave Keeney

Producer, Game Broadcast

Phone: 817-312-3991

Email: dave@replaysp.com

Erin Finegold

SVP, Corporate PR, Dallas Mavericks

Phone: 214-415-9183

Email: erin.finegoldwhite@dallasmavs.com

Awards

2023 Lone Star Regional Sports

EMMY Winner – 2x

- Diversity/Equity/Inclusion
- Sports Program – Post Produced or Edited

Education

Bachelor of Arts, Communications

University of Maryland, College Park

Class of 2009

Producer & Editor

About

I'm a two-time Lone Star EMMY-winning producer and editor with over 15 years of experience in video production. Working closely with NBA teams, TV Networks and in-house marketing departments, I am able to handle multiple projects at once, see projects from inception to completion, meet strict deadlines, and lead my team, while paying close attention to details and overall execution of the product.

Work Experience

2013 –
Present

Bally Sports Southwest, Formerly Fox Sports SW

Producer, Editor

- Dallas Mavericks
 - Produce and edit Mavericks Insider entire 40-week season series
 - Create features from conception through the final product to include writing, managing talent, overseeing logistics for shoots, booking equipment and crews, working with in house marketing department and booking necessary personnel
- Other Projects
 - Edit features, highlights, and footage from charitable events for use on broadcast, ballysportssouthwest.com, and the Bally's app
 - Produced and edited 30-minute episodes: Davey O'Brien Awards Banquet, Rangers Insider, Honoring Jerry Jones into National Football Hall of Fame
 - Edit Live Pre, Half, and Post game teases, opens and elements for Mavs, OKC, Spurs, Pelicans, and Stars

2013 –
Present

Freelance Field Producer for major TV Networks

- Coordinate shoots, talent and videographers for live shots and feature elements for FS1, Tennis Channel, FOX NFL Sunday

2010
–
2013

Washington Commanders

Senior Video Producer

- Managed video production department and mentored department interns
- Produced and edited multiple television programs:
 - Inside the Redskins 20-episode television show
 - Redskins Chronicles 20-episode television show
 - Redskins Late Night 20-episode television show
- Produced elements, spots, and packages for video board programs, game days, and special events
- Produced elements for Inside the Redskins, Redskins GameTime, Redskins Nation, and The Mike Shanahan Coach's Show
- Coordinated player and alumni guests and appearances for shows and special events

2006
–
2010

University of Maryland, College Park

Production Assistant

- Assisted graphic operators, producers, and photographers during the basketball and football games
- Streamed press conferences for website