

# KALEENA SEDGHI

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## **Professional Summary**

After five years in television I have solidified a goal-oriented and adaptable work ethic. The industry taught me to think on my feet while being an effective communicator and collaborator. As a project manager, it was imperative that I be efficient, meticulous, and flexible to yield the best results while also meeting deadlines. I aim to contribute more every day to not only grow in my role but help the company grow as well.

## **Skills**

Video Production • Motion Graphics  
Media Interviewing • Graphic Design  
Video Editing • Adobe Creative Suite  
Creative Problem Solving • Leadership

## **Strengths**

- Building and maintaining relationships with external partners
- Identifying issues and problem-solving while striving for the best solution, not the easiest
- Succeeding in fast-paced and high-pressure environments
- Efficient completion of all projects

## **Education**

University of Michigan - Ann Arbor  
B.A. Communications (with emphasis on Media & Journalism)

# INDUSTRY EXPERIENCE

**Feature Producer • 2019 - 2021**  
*Fox Sports Detroit (Bally Sports since 2019)*

- Produced and edited over 25 human-interest feature pieces for digital and linear distribution.
- Garnered over 30K views on social media alone in less than 1 week - with 5 feature pieces selected for Emmy submissions.
- Obtained the most traffic on social media out of all digital content with feature revenue falling between \$2K to \$3K from sponsorship profits.
- Chosen as 1 of 2 producers to create branded content for Football Week in Michigan campaign, with project turnaround being as short as 2 days.

**Production Assistant • 2018 - 2021**  
*Fox Sports Detroit (Bally Sports since 2019)*

- Edited video and audio for up to 20 packages per daily broadcast, ensuring no mistakes made it to air.
- Remained resilient during the COVID-19 sports stoppage, continuing to collaborate with multiple teams to conceptualize and develop new content aligned with the company's vision to fill the void.
- Guided new Production Assistants in a variety of roles so they are equipped for the pressure-sensitive and dynamic environment.

**Producer/Reporter • 2016 - 2018**  
*WOLV-TV*

- Took over production of WOLV's least viewed show, created new weekly content, such as debate and game segments, and received WOLV-TV's Best Show of 2018 award only 2 years later.
- Restructured the show in a way that increased viewership by tenfold on average per episode, including one of WOLV's most watched on-location segments at over 4k views.