

# NICK BORGIA

Multimedia Producer

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Phoenix, AZ, 85014

## PROFESSIONAL SUMMARY

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Emmy award-winning multimedia producer with years of professional experience across many different sectors of the sports media industry. Young, innovative and proven mind capable of leading large groups of people and productions to create high quality media for television, social media and various platforms. Expertise in video content, broadcast production and social media strategy. Passion for cinematography, creative editing and storytelling.

## WORK EXPERIENCE

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### Multimedia Producer - Fox Factory / Phoenix, AZ - July 2024 – Present

- Create videos and graphics tailored for social media to promote products, highlight events and achieve marketing goals of Shock Therapy, Upfit UTV and Geiser Performance.
- Utilize high-end media production equipment, including cinema cameras, studio lighting and audio, drones, industry-standard editing softwares and AI tools to produce engaging, informative content.
- Managed Shock Therapy social media accounts as Marketing Coordinator from August 2024 to October 2025, boosting engagement by 155%.
- Track and analyze content performance metrics to optimize future campaigns and maximize audience reach and interaction.

### Video Content Producer - On3 | Rivals / Tempe, AZ - Jan 2022 – Present

- Shoot, edit and produce video content surrounding Arizona State football during the season.
- Singlehandedly generated over 900,000 social media impressions during the 2025 season.
- Served as lone multimedia journalist from January 2022 to April 2024, covering all ASU athletics.
- Produced highlight videos, feature stories and on-camera analysis, documenting over 65 ASU sporting events and hundreds of practices.

### Executive Producer - Walter Cronkite Sports Network / Phoenix, AZ - Feb 2022 – Dec 2023

- Leader of an entirely student-produced ASU athletics live studio show modeled after SportsCenter.
- Responsible for weekly show planning, organizing broadcast elements, script writing and live directing.
- Managed over 20 crew members and on-air personalities for each broadcast.
- 1st place awards in 2023 Rocky Mountain Collegiate Emmys and 2023 BEA Festival of Media Arts.

### Production Assistant - Bally Sports Arizona / Phoenix, AZ - Jan 2023 – Oct 2023

- Recorded broadcast feeds to local servers, logged game melts, edited videos and assisted producers.
- Provided with shadowing opportunities for senior positions.

## EDUCATION

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### Arizona State University - Phoenix, AZ - Aug 2020 – Dec 2023

- B.A. in Sports Journalism from Walter Cronkite School of Journalism and Mass Communication.

## SKILLS

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**Softwares:** Adobe Creative Cloud, Premiere Pro, After Effects, Photoshop, DaVinci Resolve, Avid Media Composer, Edius 9, AP ENPS 9, Microsoft 365, Microsoft Word, Microsoft Excel, Topaz Video AI, ElevenLabs AI.

**Professional:** Videography, video editing, studio lighting/equipment, production, directing, motion graphics, graphic design, media asset management, leadership, innovation, organization, project management, artificial intelligence.