

# JUSTIN H.A. POWELL

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## SUMMARY

Creative production professional with 7+ years of experience producing premium digital, social, live, and broadcast content for major media brands including FanDuel TV and Yahoo Sports. Skilled in end-to-end production management, live programming, stakeholder collaboration, branded storytelling, and cross-platform campaign execution. Experienced working in fast-paced creative environments managing multiple deliverables, talent, and production workflows simultaneously.

## PROFESSIONAL EXPERIENCE

### FanDuel TV, Los Angeles

May 2021 - Present

#### *Digital Content Producer*

- Lead end-to-end production of digital, broadcast, and social-first content across television, streaming, app, and social platforms.
- Partner cross-functionally with creative, editorial, talent, and production stakeholders to develop and execute high-volume content campaigns under tight deadlines.
- Produce live on-air programming and support real-time production operations in fast-paced broadcast environments.
- Contribute to content strategy and platform-specific storytelling initiatives across emerging digital channels.

### Yahoo! Sports, Playa Vista

Oct 2019 - May 2021

#### *Video Producer & Writer*

- Produced and edited premium written and video content distributed across Yahoo Sports' digital ecosystem, including web, app, and social platforms.
- Developed audience-first storytelling strategies that drove high-performing social engagement and cross-platform reach.
- Collaborated with editorial, social, and production teams to deliver timely, culturally relevant sports content at scale.
- Wrote and produced multimedia content optimized for digital audience growth and platform engagement.

### City of West Hollywood, West Hollywood

Mar 2024 - Present

#### *Vice Chair, Social Justice Advisory Board*

- Appointed by the Mayor and City Council to serve on a leadership advisory board focused on community engagement and strategic policy initiatives.
- Collaborate with city leadership, stakeholders, and board members to develop recommendations and support public-facing initiatives.
- Contribute to planning and coordination efforts for civic engagement and community-focused programming.

## EDUCATION

### University of Southern California

#### **Bachelor of Arts – Cinema & Media Studies (Minor – Entrepreneurship)**

*\*Graduated with Honors*

## PRODUCTION & CREATIVE EXPERTISE

- End-to-End Video Production • Cross-Functional Stakeholder Management • Live Broadcast Production
- Social & Digital Content Strategy • Creative Development & Storytelling • Talent Coordination
- Production Logistics & Scheduling • Adobe Creative Cloud • Multi-Platform Content Distribution