

CREATIVE PRODUCER

COMPELLING STORYTELLER

Ashley Hufford

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Career Highlights

Emmy Award

Received Emmy Award for [Outstanding Social Television Experience](#) for Garbage Time with Katie Nolan in 2016.

#1 Trending Podcast

Created, produced, and directed [Raptors Over Everything Live Podcast](#) which was the number one trending podcast in Canada in August 2020.

86% Social Media Account Growth

Grew social media account for Garbage Time with Katie Nolan from less than 1,000 to over 75,000 followers from 2015 to 2016.

Education

BFA in Film + Television Production

Honors Diploma

New York University

Profile

Emmy-winning TV producer with 9+ years progressive leadership experience shaping the future of digital content. Creative storyteller with strong editorial voice and experience launching new shows across video, podcasts, and social media. Expertise in motivating, empowering, and leading production crews and technical staff to push the boundaries of what's possible by instilling a united philosophy of innovative problem solving, budgetary consciousness, and creative integrity.

Experience

Creative Content Producer, Video + Podcast •

2021 — Present

Red Wine & Blue

Produced, wrote, and edited original cross-platform video content. Creative and strategic planning of video and digital content around the political calendar and news. Idea generation, pitching and community building with a Facebook group of over 250,000 women. Created engaging social content to promote RWB's goals and objectives as well as the franchise podcast - The Suburban Women Problem. Lead the charge in production logistics, team assembly, casting, and budgeting.

Supervising Producer, Video + Podcast • 2019 — 2020

Yahoo Sports Canada | Verizon Media

Pitched, developed, produced, and edited digital and social content covering all Toronto Raptors and Toronto Maple Leafs sporting events including on the ground coverage, video, podcast, live programming, studio shows, and series. Mobilized production crews and technical staff to execute compelling, on-brand video and audio programming from ideation to post. Partnered with sports leadership team to identify business growth and collaboration opportunities that strengthen brand's reputation, reach, and engagement.

Key Achievements

- Selected by leadership to shift from Yahoo Sports to Yahoo News to lead Covid-19 pandemic social coverage including the launch and design of Instagram stories.
- Spearheaded effort to transition podcast production from live studio with full production team to remote Zoom-based podcast while working from home during pandemic.

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Skills

Creative production	Concept development
Leadership	Project management
Content creation	Live branded content
Editing + mixing	Social media mgmt
Talent development	Marketing campaigns
Storytelling	Consumer behavior
Blog + copy writing	Team management
Strategic partnerships	

Tools + Platforms

Final Cut Pro	TikTok
Adobe Premiere Pro	Twitter
Adobe Photoshop	Facebook
Adobe Lightroom	Instagram
	Snapchat

Special Notes

Built a personal TikTok following of 40k people

Experience Continued

Producer • 2016 — 2019

Bleacher Report

Pitched, planned, and produced on the ground and promotional coverage for live sporting events on all social platforms, particularly Instagram and Snapchat stories. Contributed to decisions about strategic direction and hiring.

Collaborated with content and programming teams to plan and coordinate story coverage for future events. Mentored junior producers and production assistants to evolve content and strategy in developing robust and compelling stories.

Key Achievements

- Awarded Employee of the Quarter for developing innovative new approach to storytelling through social media.
- Strategized and launched Bleacher Report's first [Instagram story content](#) covering national events including Super Bowl 53, NFL Draft, The Match in Las Vegas, March Madness Final Four in Minneapolis, and more.

Senior Associate Producer • 2015 — 2016

Garbage Time with Katie Nolan | FS1 | Embassy Row Productions

Produced and edited creative video segments for various social media platforms. Produced, researched, and mixed audio for podcast. Coordinated field shoots and worked with talent.

Key Achievements

- Worked with [high-profile guests and athletes](#) including Michael B. Jordan, Odell Beckham Jr., and Kevin Durant.
- Produced hour-long live show onsite at Super Bowl 50 and multiple special feature episodes over two seasons.

Production Assistant • 2011 — 2015

NHL Live | National Hockey League

Produced, wrote, and edited social video content for NHL Studio Productions covering sports events including the Winter Classic, All-Star Game, NHL Awards, NHL Draft, and Stanley Cup Playoffs & Finals. Served as Control Room Assistant Director for daily show. Wrote and edited copy for blog.

Key Achievement

- Promoted from Intern to full-time Production Assistant immediately following NHL lockout.