Marco Haynes

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Profile

USC journalism graduate with experience producing social media content, short-form videos, and multimedia stories for NBCUniversal, Annenberg Media, and professional sports organizations. Skilled in digital storytelling, sports coverage, and creating engaging social content in fast-paced environments.

EXPERIENCE

Los Angeles Rams – Rams Ambassador | ***2026 – Present***

● Support NFL game-day operations and fan experiences at SoFi Stadium, including stadium activations and live events.
● Collaborate with Community Relations and event teams to support fan engagement, VIP experiences, and stadium activities.

NBCUniversal–LocalIntegratedMediaIntern ***2025–2026***

● Produced and edited short-form videos and digital content for NBC4 and Telemundo 52, contributing to social media videos that generated more than 1 million views across digital platforms.
● Produced and edited FIFA World Cup and Los Angeles soccer content for Instagram, YouTube, and Snapchat, transforming broadcast footage into short-form social videos.
● Monitored social media trends, sourced user-generated content, and supported digital storytelling across multiple platforms.

Annenberg Media – Producer

| ***2025 – 2026***

● Produced live news broadcasts, coordinating production rundowns, video packages, scripts, and multimedia content under tight deadlines.
● Collaborated with reporters, editors, and technical teams to prepare and deliver timely video content for broadcast and digital distribution.

Annenberg Media – Sports & News Journalist | ***2024 – 2025***

●Covered USC athletics, producing game recaps, athlete interviews, and multimedia sports stories.
●Shot and edited video packages, conducted interviews, and wrote sports and news content for digital and broadcast audiences.

LEADERSHIP & SPORTS EXPERIENCE

Heartwell FC – Social Media & Team Content | ***2026 – Present***

● *Create originalmatchdaygraphics, announcements,and socialmedia posts to promote club activities in local soccer.*
● *Develop game-day and post-match content, maintaining consistent team branding and messaging across social posts.*

Woodrow Wilson High School – Assistant Soccer Coach | ***2021 – 2022***

● *Supportedplayerdevelopment,trainingsessions,andteampreparationthrough collaboration with coaching staff.*

EDUCATION

Universityof Southern California – B.A., ***Journalism*** | *2025*

Long Beach City Community College – A.A.-T, ***Journalism*** |*2023*

SKILLS

Social Media Content Creation • Short-Form Video Editing • Adobe Premiere Pro • Adobe Audition • Instagram • Social Media Management • Video Production • Digital Storytelling • Sports Content Production • Camera Operation • Graphic Content Creation • Copywriting • Live Broadcast Production • Content Planning • Fan Engagement • Cross-Functional Collaboration