



Contact

- averybales@gmail.com
- 9805054771
- Charlotte, NC
- [Portfolio](#)

Education

Bachelor of Arts in Media and Journalism

UNC Chapel Hill

2022-2026

Skills

- Video Production
- Adobe Premiere Pro
- Camera Operation
- Post-production editing
- Broadcast Sports

Language

English

Avery Bales

Media and Journalism Student

About Me

Sports media storyteller with a passion for crafting engaging content in innovative ways through filming, editing, and live production that highlights athletes' stories both on and off the field.

Work Experience

Raycom Sports

May-August 2023 and 2024

Production Assistant

- Managed and maintained the archived media database to support long-form content
- Provided on-set support for productions, including audio, video, and lighting setup
- Performed logging and transcription of interview footage to streamline post production process
- Re-edited segments of previously aired content for Origin Sports' digital and linear channels through AVID Media Composer

GoHeels Productions

Aug 2023-Present

Production Assistant

- Worked on 5-6 live productions per month to distribute to ESPN, ACC Network, and ACC Network Extra
- Served in key roles of Replay Assist, Graphics Operator, and Camera Operator for live events
- Operated and coordinated videoboard and ribbon systems for live events in collaboration with the marketing team to enhance fan experience

Sports Xtra

Jan 2025-Present

Director/Control Room

- Sports Xtra is a student-led class within the Hussman School that streams a weekly sports program with highlights, analysis, and commentary
- Reported on UNC athletic events, producing packages and conducting postgame interviews with team personnel.
- Supervised a team of approximately 15 students in control room and on-air roles
 - Assisted in developing the show rundown, planning camera shots, and coordinating camera movement
 - Directed a live, three-camera broadcast streamed weekly
- Scripted and edited multiple segments of Women's Lacrosse Documentary: 'Cashing Receipts'

Equipment

- Evertz' DreamCatcher Systems and Clip Player
- Camera Operation
- Ross XPression
- Ross Carbonite Switcher

- Adobe Creative Suite
- Avid Media Composer
- Ikegami, DSLR

References

Rob Reichley

Raycom Sports, VP/EP

Phone: +1 (704)-651-3267

Email: Rob.Reichley@raycomsports.com

Lauren George

Asst. Athl. Dir.-Go Heels Prod./ACC Net.

Phone: +1 (919) 962-6000

Email: lgeorge@unc.edu