

LAUREN TERRY

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SUMMARY Creative and versatile video producer with 10 years of experience leading fast-paced productions across sports, branded, and digital content. Skilled in producing, shooting, editing, and directing with a collaborative approach and sharp creative instincts.

WORK EXPERIENCE **FIFA Club World Cup - Starting Eleven | Producer & Director** **Summer 2025**

- Led on-the-ground production across 11 matches in 4 cities during the FIFA Club World Cup tournament.
- Managed a traveling crew of videographers and audio mixers, ensuring seamless coordination and timely content delivery.
- Directed branded and behind-the-scenes content for FIFA's digital platforms.
- Captured match footage, press events, and social materials to support FIFA's PR goals.

OneTeam Partners | Producer & Editor **2021 - 2025**

- Led end-to-end production for brand campaigns, athlete features, and league activations across digital and broadcast platforms.
- Managed production schedules and budgets, delivering on-time and on-brand results under tight deadlines.
- Built and maintained a centralized system to track project timelines, deliverables, and dependencies, ensuring seamless team communication.
- Directed cross-functional teams, ensuring brand alignment and creative integrity for brands, licensees, and other associations.
- Captured and edited content for brands and partners on-site at events, delivering high-quality footage for paid media campaigns.
- Led on-site production for marquee events including Super Bowl week, Rookie Premiere, Media Days, and USWNT campaigns.

Los Angeles Football Club | Manager, Video Production **2018 - 2021**

- Managed end-to-end post-production, including audio mixing, color grading, and asset compression, to enhance fan engagement.
- Led a team in producing video content for social, digital, and broadcast platforms, using Canon and Sony cameras.
- Coordinated with coaching staff and players during travel to capture exclusive behind-the-scenes and matchday footage, driving fan connection and team branding.

LA Galaxy - AEG | Associate Producer **2015 - 2018**

- Created branded video pieces that enhanced the club's presence across social platforms and community outreach.
- Produced and edited daily social media content, interviews, and highlight reels.

EDUCATION **Vanguard University of Southern California** **2011 - 2015**

B.A. Communication – Media Studies

- Final GPA: 3.80
 - Collegiate Athlete - *NAIA All-American Goalkeeper*
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