

Claudia Carrier

SPORTS MULTIMEDIA JOURNALIST | HOST | CONTENT CREATOR

<https://claudiacARRIER.wixsite.com/claudia>



claudiacARRIER23@gmail.com



+1 424 467 2395



www.linkedin.com/in/claudiacARRIER

AREAS OF EXPERTISE

Storytelling Creation	Digital Marketing	Programming
Sports & Entertainment	Film Sales & Distribution	New Media
Results Driven	Broadcast	Video Shooting and Editing
Film & Television Production	Journalism	Content Creation
Report writing and presenting	Social Media Management	Acquisition

PROFESSIONAL EXPERIENCE

FREELANCE TRILINGUAL JOURNALIST & CONTENT CREATOR LOOKING FOR A FULL TIME POSITION

CONFUT USA 2025 MIAMI | WOMEN'S SOCCER LEGACY SUMMIT NYC
Host & Sports Journalist

Jun 2025

SOCCERX MIAMI 2024
Moderator /Sports Journalist SoccerxTV

Nov 2024

Chosen out of hundreds of applicants as 1 of only 4 journalists to interview professionals of the sports industry for Soccerx TV during the event in Miami. 2,000 delegates, including key figures from FIFA, CONCACAF, MLS, La Liga, Serie A, USL, the Premier League, and numerous other federations, leagues, clubs, and industry leaders. Selected as one of only 15 Moderators for the event, leading the panel "At the Breaking Point? The Modern Footballer's Schedule" with the guest speakers: Anna Pereira, - CEO of The Wellness Universe, Johnny Andris, Deputy General Counsel for the MLSP - MLS Players Association and Betsey Cutler, VP for Corporate Wellness and Safeguarding at United Soccer League - USL.

CANADA'S PODCAST
Host

Aug 2024 - Feb 2025

Interview guests for the most prominent entrepreneurship podcast in Canada with many listeners in the United States and globally. Over 8 years on air, current metrics and milestones for Canada's Podcast are: 825+ Entrepreneur Podcast Episodes. 800+ Entrepreneurial News Articles. 550,000+ Lifetime YouTube Views. 250,000+ Lifetime Audio Listeners Spotify, Apple, Podbean, Google, iHeart. 50,000+ = Average Monthly Social Impressions LinkedIn, Instagram, Facebook, X, TikTok.

TAMWOOD SUMMER CAMPS UCLA 2024
Social Media Manager

Jun 2024 - Sep 2024

Part of first ever Marketing Team in loco for Tamwood Summer Camps. Plan and create content for the social media of the summer camps at UCLA with over 200 campers from around the world. Increased by 45% the amount of followers by 75% the engagement on social media. Also, as a result of our work, attendance and interest for the next year summer camp significantly increased, requiring additional location for 2025 Summer Camp in San Francisco, besides LA, NY, Vancouver and Toronto. Create content: produce, record and edit videos and photos for social media and write newsletters.

LATINCOUVER / Canada
Presenter / Content Creator *Volunteer Experience 3 months program

Feb 2024 - May 2024

Developed and produced multimedia content to foster engagement within Vancouver's Latin American community, building meaningful connections that led to strategic partnerships and agreements for the nonprofit. Conceptualized, wrote, hosted, and edited videos and podcasts for social media platforms, enhancing audience interaction and raising awareness of Latincoover's mission. Collaborated with the marketing team to plan and execute content strategies, supporting promotional campaigns for events and digital initiatives. Actively participated in events and campaigns to ensure successful implementation and audience engagement.

THE360 / Renowned Sports Management School in Brazil
Digital and Events Host / Creative Content Supervisor

Oct 2022 - Jun 2024

Strategically planned and supervised content for THE360's social media channels, resulting in a 45% increase in followers and a 70% boost in engagement.

Leveraged enhanced audience connection and engagement strategies to achieve a 30% increase in course sales.

Hosted events organized by THE360, representing the brand with professionalism and enthusiasm.

Created, scripted, shot, presented, and edited multimedia content tailored to the company's objectives and audience interests.

Innovated communication strategies by designing new content formats and pitching fresh ideas on sports-related topics, strengthening audience engagement and brand presence.

ESPN / The Walt Disney Company
Audiovisual Producer

May 2021 - Oct 2022

Successfully produced and delivered pilot episodes for the revamped programming grid following the ESPN and Fox Sports merger in Brazil, establishing a seamless integration.

Reduced production costs by over 40% through innovative budget optimization strategies while maintaining high-quality content standards.

Planned and managed channel content demands, including storytelling design for studio and digital TV shows, format creation for new multi-platform audiovisual products, and the development of original and co-produced content across Linear Grid, Digital, and Disney+.

Played a key role in cross-team strategizing efforts to achieve optimal outcomes in TV series and film production.

Served as a board member of the DEI Group at The Walt Disney Company Brazil and ESPN Brazil, contributing to diversity, equity, and inclusion initiatives.

Assumed multiple roles within the department to mitigate challenges from a hiring shortage, ensuring operational efficiency and continuity.

Delivered all assigned projects on schedule by planning, producing, scripting, and supervising high-quality content end-to-end.

FOX SPORTS

Nov 2019 - Dec 2019

Producer

Ensured that the marketing project 'Concentra' developed for final Championship "Conmenbol Libertadores 2019" the most important in Latin American - was successfully broadcasted for the whole country with the growth of 45% of audience compared to the previous year.

EDUCATION & CERTIFICATIONS

Fundamental of Global Sports Management New York University - NYU

College Diploma in Digital Marketing Tamwood Careers College, Canada

MBA Sports Journalism (on hold) Estácio - Brazil

Female Leadership in Soccer FPF – Federação Paulista de Futebol - Brazil

Bachelor of Mass Communication FAESA - Brazil

LANGUAGES

English, Full Professional Proficiency

Spanish, Full Professional Proficiency

Portuguese, Native

EXTRACURRICULAR ACTIVITIES

Mentee in the Sports Integrity Global Awards

SIGAWomen Global Mentorship Programme 2024 for Female Leadership in Sports

Journalist for the Sports Integrity Global Awards- SIGA Women Events - USA

Masterclass on Female Leadership in Sports 2024 - NY

Summit on Female Leadership in Sports 2024 - NY