



**Industry Professional
Interview with Lina
Martino (Creative
Producer UCTV –
United Center, Chicago
IL**

Interviewer: Gabby O'Connell

Interview Questions

1. Can you walk me through the pathway to your current job status?
2. What are your current roles and responsibilities of the job that you are in?
3. What makes you stand out to others and how has that influenced opportunities or challenges along the way?
4. What advice can you give to someone who is interested in being apart of the sports industry?

1. Can you walk me through the pathway to your current job status?

- Went to Columbia University - Chicago
- Didn't major in anything sports related – Majored in Television and holds a Bachelor's Degree in Arts and Sciences
- Landed two internships
 - Chicago Bears – Junior Year (Editing, graphic design and producing interviews.)
 - The United Center – Senior Year (Still participating in the same roles but in a different environment.)
- After her second year of interning her boss created a position for her and began a full-time job as a Video Coordinator.

2. What are your current roles and responsibilities of the job that you are in?

"I am currently a Creative Producer. I wear many hats."

- Edit many different videos (music videos, interviews for the Chicago Bulls and Blackhawks.)
- Schedule and direct film
- Works in the control room and manages crew members
- Sometimes at the scorer's table directing the Entertainment (dancers, hosts, DJ's, etc.)

3. What makes you stand out to others and how has that influenced opportunities or challenges along the way?

"My biggest strength is that I am very versatile and can adapt in fast paced situations."

- As a producer/director Lina is responsible for challenges and must find ways to get out of "that funk."
- When either teams are losing, she must make sure that all 20,000 fans are engaged in the game(s).
- As mentioned before, her position did not exist before her, so she was able to get an opportunity from her internship leading her to the current role she holds.

4. What advice can you give to someone who is interested in being apart of the sports industry?

Create your own path and get hands on experience

- The world of sports changes on the daily and becomes more competitive. It's not for everyone: it's also not a 9-5 corporate job.
- It can be long days, hours, and months but it will be worth it
- Lina's current position didn't exist, but she was willing to learn and do it all.
- "I was a sponge and I learned new skills on my own time."