

Content Director

April 2024

TRACE
SHEEHAN

About

3 - 4

Work

5 - 15

References

16

Contact

17

Contents

About⁰¹

Hi, I'm Trace.

I've spent the last decade creating premium unscripted content across the vast media landscape of different platforms, formats, and genres.

At my core, I'm a storyteller.

My passion is sports. But I also believe the key to a great sports story is to tap into something bigger that resonates with all of us. Characters, obstacles, stakes, perseverance... Tried and true storytelling principles that engage and entertain no matter how many f#@%s you give about it.

I've been fortunate to spearhead game-changing docs and series, execute trailblazing partnerships & produce creative across every medium.

Eager to elevate brands to new levels.

Experience from startups to established companies.

Unruffled amid turmoil.

Prepared to produce innovative work.

Brand Strategy

Leadership

Integrated Marketing

Sports Marketing

Content Production

Project Management

E-Commerce

Brand Partnerships

Digital Marketing

Social Media Management



THE HONEYBEEZ

MILLION DOLLAR FIGHT

DRUMLINE DREAMS

SUMMER OF '94

PLAYBOOK TO A MURDER

BET ON YOURSELF

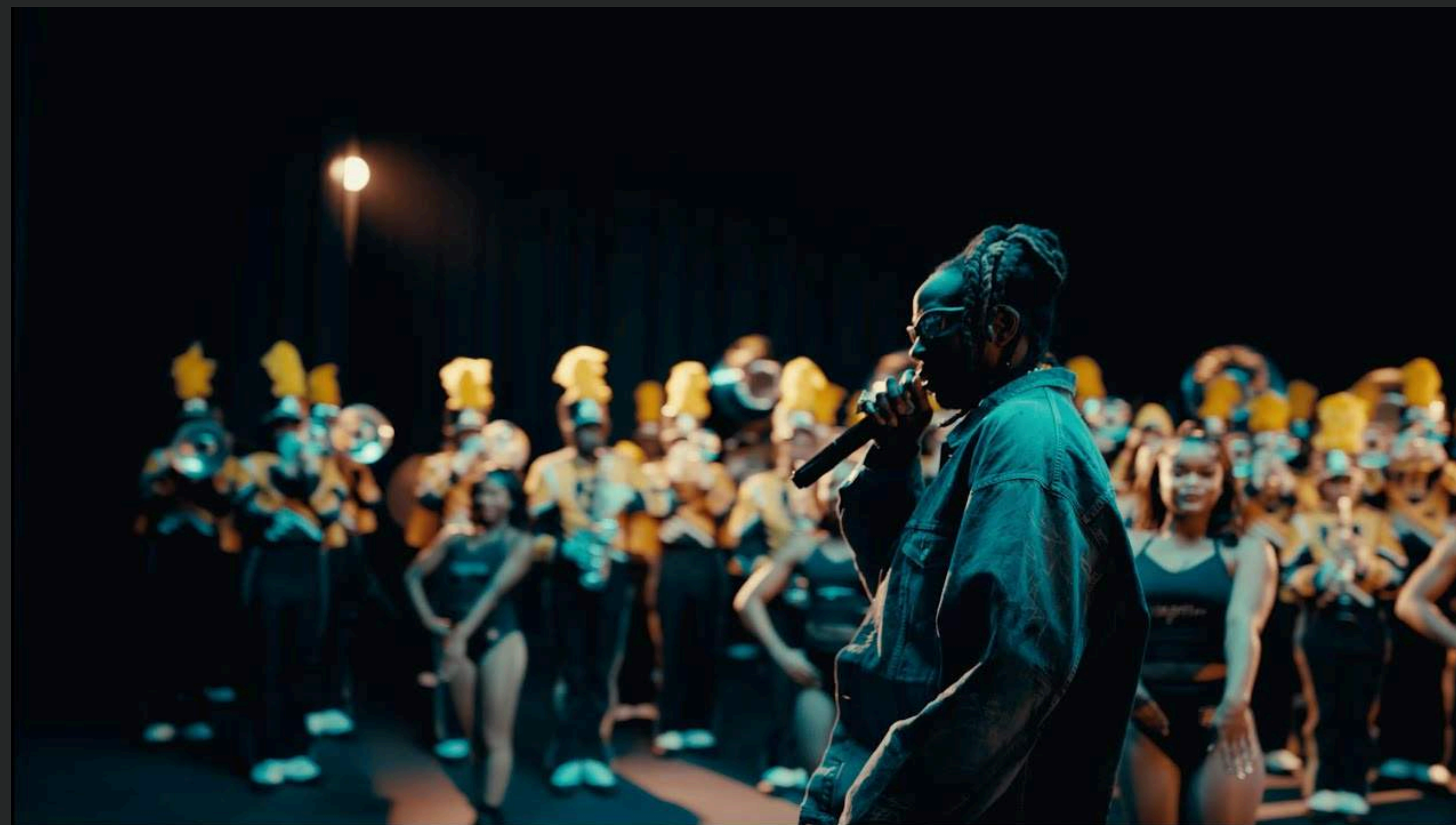
QUEEN OF THE CON (S5)

MY GREATEST GAME

PAR-LAY: THE FRED
VANVLEET STORY

THE HENDERSON 7

Work⁰²



THE HONEYBEEZ

Meet the Honeybeez, the secret weapon of Alabama State University's Mighty Marching Hornets band and the only plus-sized collegiate dance team in the country.

Their mission is to slay the competition every time they take the field and in the process, leverage their growing popularity to change the face of dance and promote body positivity and empowerment to young women around the world.

Each season of The Honeybeez docuseries will be a real-life Bring It On meets Hard Knocks, featuring the fierce and fabulous female dancers who make it through the grueling yearly tryouts (you must audition again even if you're already on the team) and make the final roster. We'll follow them as they train, rehearse, perform and compete against other bands, all while navigating the new terrain of academic life and becoming young influencers and role models in their own right.

[Sizzle](#)

[Deck](#)



ROLE

Producer / Director

MILLION DOLLAR FIGHT

Welcome to the toughest, most brutal competition in sports and the fastest-growing global phenomenon in Mixed Martial Arts: The Professional Fighters League (PFL).

Million Dollar Fight is a global documentary series following the world's fiercest modern-day warriors as they fight for a million-dollar prize—risking it all in the cage and bearing their raw humanity outside of it as they fight to survive in the real world.

[Sizzle](#)

[Deck](#)



ROLE

Producer

DRUMLINE DREAMS

It's Cheer meets Drumline as we zero in on a one-of-a-kind, professional touring marching band with legendary Don Roberts at the helm. This band represents the cream of the crop of HBCU talent from across the nation, as proven when they performed with Beyonce at Coachella.

The competition to join the band is fierce, and the pressure to STAY in the band and not lose your spot to someone better is ever-present. But it's the personal stories and relationships of the individuals who make up this incredible band that drive this riveting, cinematic docu-reality series culminating in a huge performance with a special, A-List performer in desperate need of some Drumline magic.

Sizzle (pw: buzzfeed)

Deck



ROLE

Producer

SUMMER OF '94

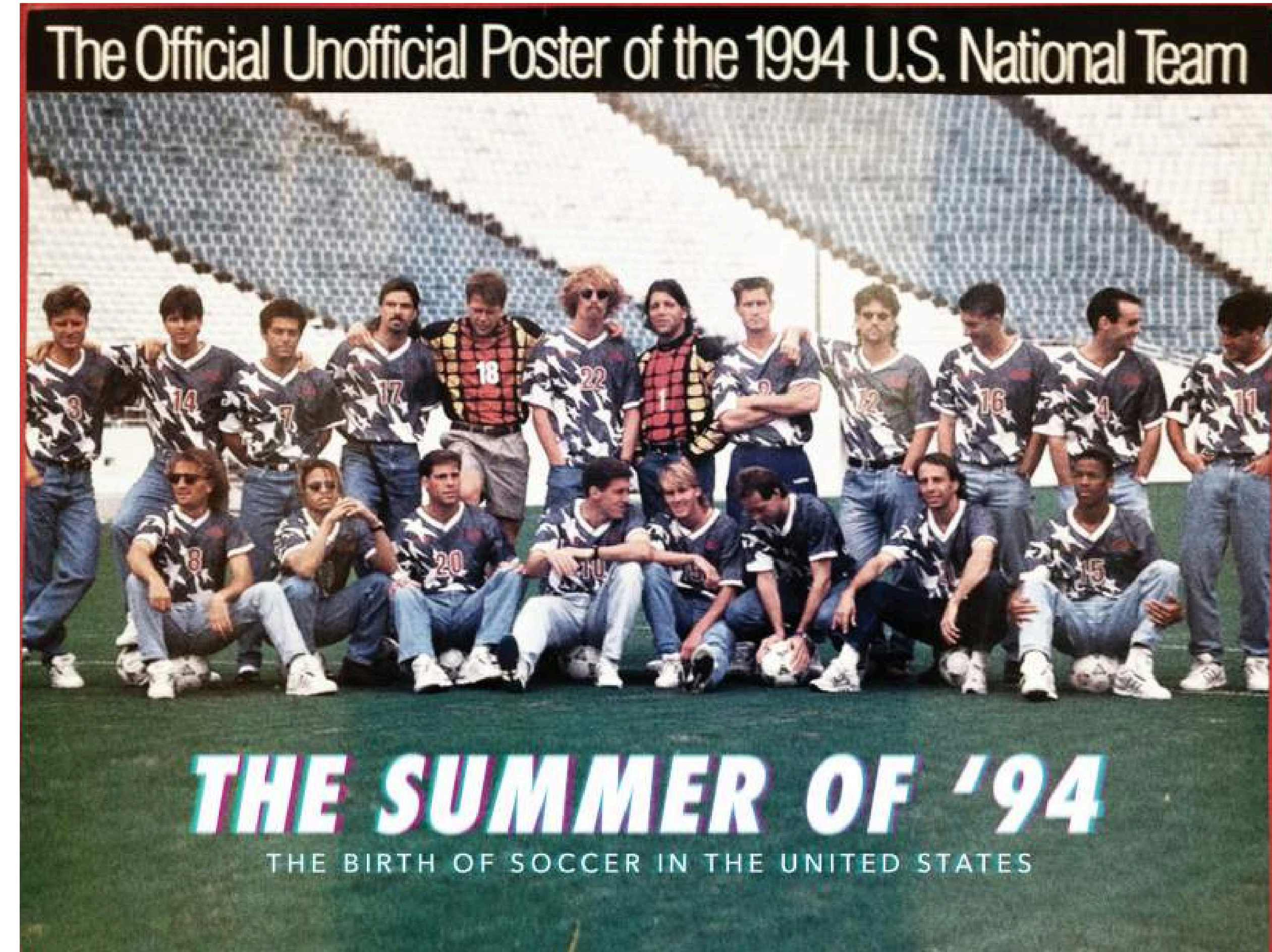
With the World Cup coming back to American soil in 2026, Boomdozer is working with the filmmakers at [CopperPot Pictures](#) (THE ZOO, THE AQUARIUM, I AM BIG BIRD, EXPLORING PLANET FUTBOL) in developing a feature doc that reveals for the first time how the 1994 US Men's National Soccer Team came together and forged unbreakable bonds during their unparalleled 2-year preparation for the first-ever World Cup on American soil.

We've uncovered a treasure trove of never-before-seen archival footage covering their entire training process and showing how this rag-tag bunch became a brotherhood and achieved something that would forever establish the beautiful game in America.

Copper Pot Pictures has exclusivity and participation agreements with the key players (Lalas, Jones, Meola, etc), coach and the US Soccer Federation.

[Sizzle](#)

[Deck](#)



ROLE

Producer

PLAYBOOK TO A MURDER

HBCU all-star quarterback turned Tennessee Titan and NFL MVP, Steve McNair, was a larger than life figure not just in Nashville, but for fans everywhere. He was a hero in his community and helped paved the way for many young black quarterbacks... but his murder in 2009 rocked the world.

PLAYBOOK TO A MURDER will take a closer look at the Nashville Police Department's four-day investigation that quickly closed the case as a murder-suicide with the culprit being Steve's 20 year-old mistress, Sahel "Jenni" Kazemi.

But what if four days wasn't enough? What if Jenni didn't do it and instead was a victim herself? And if she didn't do it, who did?

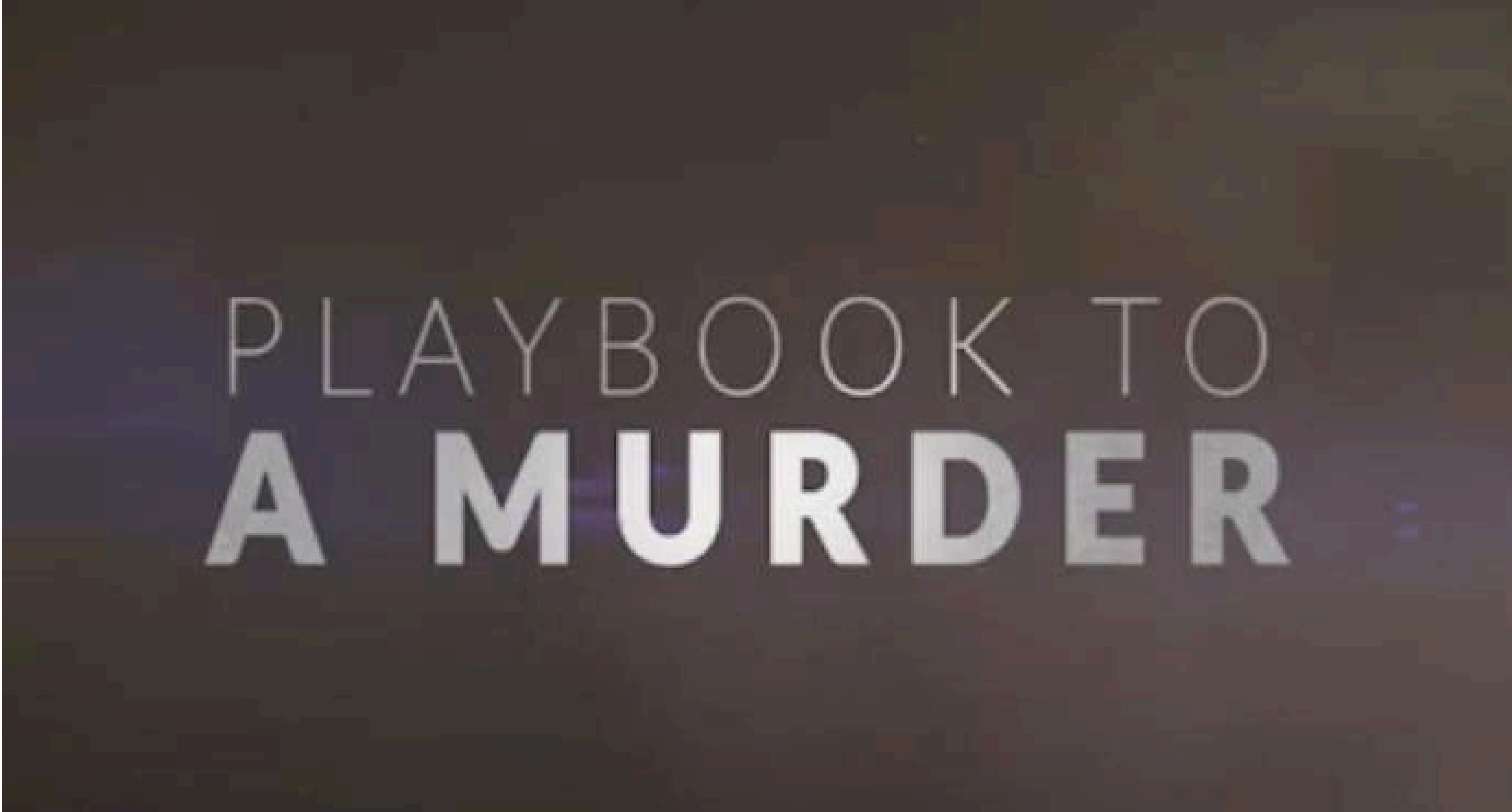
Over the course of this 3-part feature documentary, with our unprecedented access to Steve's oldest son, his mother, brothers, close family friends, former teammates, the people who worked the case for law enforcement and the former Nashville cop turned private investigator for the family, we will reveal crucial new information that puts these murders in an entirely new light with massive implications for the case itself.

Sizzle

Deck

ROLE

Producer



PLAYBOOK TO
A MURDER

BET ON YOURSELF

With Fred VanVleet & Derek Folk

Fred and Derek know that the pandemic wasn't easy for anyone, but especially for diverse entrepreneurs who have had to rethink the future of their business and do whatever to survive these tough times. Each episode, we'll listen as Fred VanVleet and Derek Folk (Fred's Financial Advisor) help struggling or up-and-coming BIPOC entrepreneurs shape their business, revamp and sometimes relaunch it altogether.

Bet on Yourself is all about finding companies that present Fred and Derek with a double bottom line opportunity, meaning the hosts are on the hunt for companies and businesses that not only have the potential for monetary growth, but are also likely to affect culture in a positive way. Using their collective skills as masters of hustle, entrepreneurship, branding, finance and e-commerce, they will support business owners with insight, motivation and real talk.

I created the concept for this podcast in partnership with Intuit who were looking to highlight entrepreneurship while continuing their presence in the sports space. I also cast the twelve BIPOC business leaders for the first season and oversaw the production and distribution of the series.



[Sizzle](#)

[Podcast Link](#)

ROLE

Producer/Writer

QUEEN OF THE CON (S5)

Professional athletes have a limited window where they can rake in millions of dollars. And they are constantly surrounded by an impenetrable wall of agents, lawyers and managers - all tasked with keeping them safe and earning big. But con artist Peggy Fulford figures out an unlikely way to slip through that protective wall. And she convinces the likes of NBA star Dennis Rodman and NFL star Ricky Williams to give her control of their finances. They thought she was making savvy investments for them to create generational wealth. But in reality, she was robbing them blind... And the only thing she ever really created were unbelievable stories to explain everything away.

I gained access to several of the major players in the Peggy Fulford story and collaborated with Aliza Rosen (AYR Media) and podcast creator, Johnathan Walton, to help bring this most recent season of the hit iHeart podcast series, Queen of the Con, to life.

[Sizzle](#)

[Podcast Link](#)



ROLE

Consulting Producer

MY GREATEST GAME

MY GREATEST GAME is a unique new sports format where SiriusXM NBA radio hosts, Sam Mitchell and Brian Geltzeiler, sit down with sports legends and hear directly from them what they consider to be their greatest game. Sam and Brian will shine new light on the most incredible games etched in sports history by having each athlete take us behind the scenes of these iconic moments and reveal for the first time the impact that this singular game had on their entire career.

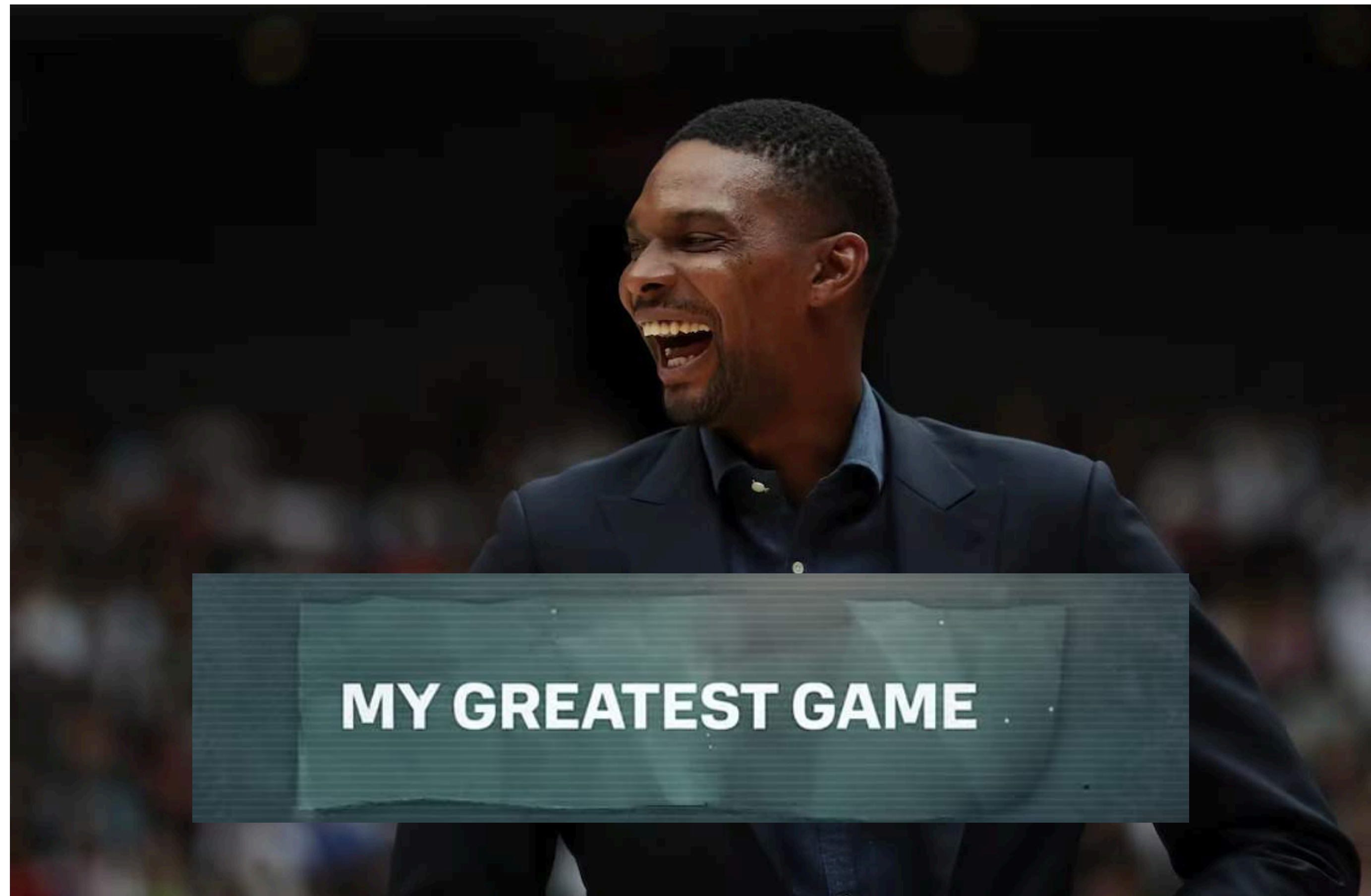
I was hired by Sugar23 to write and produce a pilot episode with NBA Champion and Hall of Famer, Chris Bosh, as our first guest.

I led all aspects the creative, and oversaw both production and post-production.

Pilot Episode

ROLE

Writer / Producer



PAR-LAY: The Fred VanVleet Story

The documentary features VanVleet's rise to prominence and never-before-seen footage of the twists and turns that led to his signing the largest contract ever for an undrafted free agent in 2020.

In PAR-LAY: BET ON YOURSELF, viewers are taken on a journey of the heartbreak of losing his father early in life, through to his high school basketball and college years when he was continually viewed as too short, not fast enough, and not strong around the rim. In his 2016 draft year, VanVleet does an end run, choosing not to get drafted and opting instead for a tryout with the Toronto Raptors. The Raptors bet on VanVleet, and VanVleet bet on himself.

While I was Head of Content at Par-Lay Sports & Entertainment, where we repped Fred VanVleet, amongst other NBA clients, I produced a documentary about Fred's improbably rise to fame, in association with Uninterrupted Canada.

[Press Release](#)

[Full Documentary \(Canada Only\)](#)



ROLE

Executive Producer

THE HENDERSON 7

The Henderson 7 provides exclusive access to the youngest basketball player ever to go pro, Scoot Henderson, and his entire family, as they get him ready for life in the G-League.

Expectations are nothing less than dominating and playing his way to a top draft pick for Scoot and his siblings, who focus on everything from managing the extreme amount of media and social media attention to coordinating his daily workout and health regime to perform at the highest levels.

With everything on the line for the Hendersons, led by their extremely impressive parents, Crystal and Chris, viewers will experience firsthand how the youngest professional in basketball history navigates everything from daily life to playing against battle-hardened veterans who would like nothing more than put this young phenom in his place and earn their own spot onto an NBA roster.

I developed this concept in tandem with our client, Scoot Henderson, and his family, and oversaw the production of an 8-episode digital series for YouTube on the Hoop State Network.



Deck

ROLE

Producer

Ross Dinerstein

CEO, Campfire Studios

Phone: 714-321-3544

Email: ross@campfire.us

Jon Adler

Head of Talent & Content Development,
Ever Wonder Studios

Phone: 203-246-2348

Email: jadler@everwonder.studio

Shawn Witt

President, Leftfield Pictures

Phone: 203-252-5124

Email: shawn.witt@leftfieldpictures.com

Mike Greenberg

Host, ESPN's Get Up

Phone: upon request

Email: upon request

03

References

Email: trace@boomdozer.com

Phone: 918.808.2970

Website: <https://www.boomdozer.com/>

LinkedIn: <https://www.linkedin.com/in/trace-sheehan-41a84832/>

Contact