ALEX NOVICK

NBA Editorial Lead | Basketball Writer

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VIEW NBA WORK

NBA editorial lead and basketball writer; former ESPN Stats & Information Deputy NBA Editor and Head of Content who built NBA.com's international editions. Expertise includes newsroom oversight, breaking news coverage, game analysis, copy editing and multiformat production across short- and long-form articles, video, podcasts, graphics, social media and newsletters. Creative storytelling and advanced analysis using tools like Basketball Reference, Second Spectrum and play-by-play data.

SELECTED BASKETBALL WORK

DOCUMENTARY / PRODUCER
Mac McClung: The Freak, the Legend, the Story | 1M+ views

NBA.COM / EDITORIAL LEAD
The NBPA and the road to the 1964 NBA All-Star boycott

SPORTING NEWS / AUTHOR
Using the Four Factors to pick an NCAA Tournament bracket

ESPN / AUTHOR
Kyle Lowry's slump: Second Spectrum optical tracking analysis

Independent NBA Analysis | 2024–Present

- Analyzing player and lineup performance, development and fantasy value using Stathead, Synergy, Second Spectrum optical tracking and NBA.com play-by-play data, using Cleaning the Glass for lineup and efficiency context, DARKO for projections and EPM for player impact. Thorough knowledge of NBA history, player narratives and Basketball Reference's statistical archives.
- Deep expertise in NBA rosters, player salaries, cap mechanics, aprons, and the collective bargaining agreement informs analysis of NBA transaction cycles, using RealGM to research personnel movement, contracts and transaction history.

NBA.com Global | 2018–2022

Head of Content | International Editions

- Built and led NBA.com's global newsroom: 20+ writers, editors and producers across Canada, Australia, Japan, Mexico, Argentina, Spain, India and Sporting News US. Directed story selection, editorial standards, publishing calendars and breaking news coverage.
- Wrote and edited long-form NBA features and game analysis; directed documentaries, multimedia production and data visualizations with editorial, design and production teams. Oversaw podcasting, including the NBA Soundsystem Podcast.

The Sporting News | 2016–2018, 2022–2024

NBA Betting & Fantasy Content Lead

- Oversaw NBA betting and fantasy coverage, directing editorial strategy and development of the content vertical for Sporting News and NBA.com international editions. Coached and mentored writers on story development and copy editing.

ESPN Stats & Information | 2014–2016

Deputy NBA Editor / Associate Manager

- Served as NBA newsroom lead, directing breaking news reaction, research and statistical coverage for ESPN.com and studio shows.
- Developed original NBA storylines using advanced statistics and proprietary research. Trained in ESPN's Eagle tool using Second Spectrum data to analyze player movement and on-court performance. Paired Second Spectrum and NBA.com play-by-play data with linked highlights, editing clips into visual stories that explain and substantiate advanced statistical analysis.

ADDITIONAL EXPERIENCE

SPORTS WRITING AND PRODUCT CONTENT

Foot Locker | Digital Content Consultant | 2020–2021
Oversaw lifestyle and sales copy for basketball footwear to engage shoppers and drive purchases.

The Topps Company | Associate Brand Manager and Trading Card Editor

MLB Advanced Media | Writer, MLB.com

NBC Sports Digital | Writer, Rotoworld.com

CONSULTING AND BUSINESS OWNERSHIP

Independent Consultant | Content Marketing & Technical Storytelling | 2020–Present | View Full Portfolio

HomeDog | Founder & Owner | 2024–2026

EDUCATION

MA, Journalism | Hofstra University • BA, Communication | University of Pittsburgh

AI PRODUCTION TOOLS Claude | Perplexity | Descript | CapCut | Adobe Firefly | ElevenLabs