

# FIRST M. LAST

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## Sports Media Journalist

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Accomplished writer and sports enthusiast who is pursuing a B.A. in English while achieving significant experience in social media networking, blogging, and SEO keyword inclusion. Talented researcher who creates and leverages connections to secure interviews, sharing information with readers in a fresh and engaging manner. Successful in driving increased Web traffic through search engine optimization and back-linking. Personal experience as a high school athlete enables a unique, first-person perspective into the realm of sports writing.

Social Media • Blogging • Article Writing • Web Content • SEO Writing • Interviewing

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## Education

**B.A., English** – Expected graduation 2010, UNIVERSITY OF MARYLAND, College Park, MD

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## Relevant Experience

**COMPANY A**, Olney, MD 2008–Present  
*DC metropolitan area's #1 entertainment company.*

### Sales Manager / Disc Jockey / Emcee

Spearhead events as DJ and emcee, orchestrating all aspects of shows with team of up to six. Build and maintain Web site content for company.

- Achieved 35% increase in business while improving professionalism of Web site by revamping design to incorporate more social media initiatives and videos.
- Consistently secure referral business through onsite events and word-of-mouth marketing.

**COMPANY B**, Bethesda, MD 2009–2010  
*Cable television channel covering Washington, DC-area sports teams including the Redskins, Ravens, Wizards, Capitals, Nationals, and Orioles, as well as local college teams.*

### Social Media Blogger

Initiated social media marketing strategy for company, setting up interactive profiles on Twitter and Facebook. Performed field reporting on area sports and related events, writing stories for regular blog posts. Wrote reviews of other articles and write-ups as blog entries. Developed relationships with other bloggers to ascertain upcoming story ideas.

- Increased back-linking more than 100% via finding and securing links with other sites.
- Generated additional interest in blog posts by distributing cards to Marine Corps marathoners to see interviews and posts about race.

**COMPANY C**, Rockville, MD 2008  
*College newspaper serving Montgomery College-Rockville.*

### Sports Columnist

As freelance writer, submitted up to three articles each month on professional and college sporting events. Pieces included mock NFL draft and op-ed on retiring basketball player being inducted to NBA Hall of Fame. Reported onsite at Florida spring training. Wrote previews of upcoming Orioles and Nationals seasons as well as articles on Washington Capitals players and team.

- Strength of writing enabled ability to secure position at Comcast.

**HIGH SCHOOL**, Rockville, MD 2004–2006  
*Member of Montgomery County Public School System.*

### Yearbook Staff Member

Wrote up to 15 articles each year on sports from first-person perspective as basketball and baseball player. Conducted interviews with team members and took and edited pictures for submission.