

Kyle Kelly Master Resume

organized reverse-chronological by start date

Cleveland.com | *Cleveland, Ohio*

Sports Correspondent (Freelance)

February 2019 - Current

- Cover Ohio State football recruiting with weekly roundups with one reported feature of a player and subheadings of relevant news
- Monitor social media for recruiting news involving Ohio State football and its targets
- Coordinate interviews with high school recruiting targets and their coaches
- Collaborate with the Ohio State football beat to develop story ideas and increase coverage
- Contribute high school sports stories to cleveland.com as assigned by the sports editor
- Report on OHSAA Football Tournament, OHSAA Volleyball Tournament & OHSAA Wrestling Tournament
- Emphasize multimedia coverage during games with tweets that are embedded in the story
- Live tweet coverage of games with score updates, video of key plays, and postgame interviews
- Engage in post-game interviews with players/coaches with questions and appropriate follow-ups
- File story afterward and effectively meet the deadline upon completion
- Assist the sports team with embedding tweets in stories to enhance reader content
- Research teams before covering games and communicate with area athletic directors

The News Herald | *Willoughby, Ohio*

Sports Correspondent

September 2019 - May 2021

- Contributed stories to The News-Herald sports section & MediaNews Group as-needed
- Covered boys soccer, girls soccer, football, volleyball, ice hockey, boys basketball and girls basketball
- Worked with area athletic directors to formulate story ideas and pitch stories to sports editor
- Utilized iMovie to quickly edit & produce video for tweets that were embedded in stories
- Collaborated with sports department to optimize coverage and further relationships with local athletic departments
- Transcribed interviews to gather quotes that were used in stories

John Carroll University Campus Radio Station 88.7 FM WJCU | *University Hts., Ohio*

Sports Director

August 2019 - August 2020

- Covered JCU sporting events by providing live play-by-play content for football and basketball
- Filled a 1 p.m. - 5 p.m. weekend time slot with unique sports coordinated content
- Hosted two radio shows — "John Carroll Football Preview Show" and "Under Center" — aired live
- Assisted the production team in effectively putting the broadcast live on-air
- Familiarized with setup and tear down of radio broadcast equipment
- Assigned sports broadcasters to cover John Carroll University sporting events
- Recorded promos and teasers for sports games and shows that are aired on the station
- Used Adobe Audition to record, produce, and cut audio
- Worked with the station general manager to create a seasonal broadcast schedule and determine the coverage of home and visiting games

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WTOL 11 CBS Toledo (Tegna) | Toledo, Ohio

Sports Intern (Paid)

May 2019 - August 2019

- Assisted the sports department with their daily duties, which included schedule formatting, quote transcribing and video production
- Anchored the digital coverage of the Toledo Walleye in the ECHL (AA Hockey) Kelly Cup Finals by writing pre-game and post-game stories, interviewed players with clips that were published on social media and live tweeted each game
- Researched all 130+ LPGA golfers participating in the Marathon Classic and formulated interesting information on each golfer, which would later be deemed story worthy by the sports director
- Covered all seven days of the LPGA Marathon Classic by writing over a dozen unique stories on numerous golfers, also recapped all four days of the tournament
- Covered the Toledo Rockets and Bowling Green Falcons football teams on social and digital platforms at Mid-American Conference Media Day
- Compiled a list of all 2-a-days for High School football by speaking with area football coaches
- Aided the sports director with the scheduling of high school football for "Big Board Friday"
- Skilled in using station equipment (cameras, microphones, tripods, etc.) to create content

Ohio Hockey Digest | Cleveland, Ohio

Staff Writer

March 2019 - December 2019

- Covered Ohio area high school hockey teams in the OHSAA State Final Four
- Credentialed member of the media and engaged in coverage in a professional press box setting
- Recorded key plays via video and immediately posted them on the outlet's YouTube page
- Asked questions to both winning and losing teams in a formal press conference setting
- Live tweeted from the official Ohio Hockey Digest twitter account
- Filed post-game stories quickly following the conclusion of games
- Worked with the team's communications director and assistants to enhance coverage

John Carroll University School Newspaper: The Carroll News | University Hts., Ohio

Sports Editor

April 2018 - May 2021

- Assigned five stories to staff reporters on a weekly basis covering John Carroll Sports
- Format the sports section utilizing Adobe InDesign; Add pictures, statistics, and athlete awards
- Reviewed and edited works of the reporters; Mastered AP Style
- Uploaded stories to SnoFlow and Wordpress and tweet out stories strategically upon completion
- Grew website readership in transition to online-only coverage with nationally-recognized feature stories
- Specialized in sports column writing and also reported approximately one story weekly

Cleveland Sports Writing: Waiting for Next Year | Cleveland, Ohio

Staff Writer (Paid)

July 2017 - April 2020

- Arrange weekly game previews covering the Cleveland Browns' opponent for the week

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- Publish a postgame column following each Cleveland Browns game
- Write analysis articles on Browns on a weekly basis; Also cover the Cavaliers & Indians
- Stories featured on Bleacher Report regularly and referenced on other sports media platforms

John Carroll University Athletics Sports Information | *University Hts., Ohio*

Staff Assistant

August 2017 - May 2021

Office

- Served as primary communications contact for the football and men's basketball teams
- Constructed game notes for the media using Adobe InDesign for John Carroll Sports games
- Contributed to the game day program by writing stories, statistical research and updating rosters
- Wrote press releases for athlete awards and news that are published on JCUSports.com
- Specialized in writing stories about teams/athletes that are published on JCUSports.com
- Assisted the sports information director in nominating athletes for awards
- Supervised three office workers during office hours and assigned work to staff members
- Worked closely with coaches to keep an up-to-date presence on JCUSports.com and honor all sports information-related requests
- Maintained updated bios of coaches and players of the football and basketball teams

Game Day

- Provided social media coverage for John Carroll sporting events through Twitter
- Wrote game stories on John Carroll sports games; Postgame interviewed players/coaches
- Directed game day operations as press box manager on game day for John Carroll Sports
- Assisted the media in coverage of games, propose story ideas, and coordinate interviews
- Used professional-grade cameras during games to shoot video and take pictures
- Broadcasted games as play by play, color, and as a sideline reporter
- Produce the live broadcast and maintained live video on Boxcast.com

StreakCenter Podcast

- Entertained as a co-host on a weekly basis on the official John Carroll Sports podcast
- Coordinated guest appearances, draft show outlines and produce the show
- Aided the sports information director with the publishing of episodes into SoundCloud

USA Today Sports Media Group: The Browns Wire | *Cleveland, Ohio*

Staff Writer

July 2017 - Current

- Write Cleveland Browns news stories and analysis articles

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- Provide daily coverage of the team through Twitter, including covering press conferences
- Contribute to in-game updates and analysis on behalf of the Browns Wire
- Serve in a beat-writer related role, writing news stories and appearing on radio shows

Awards

- Society of Professional Journalists Excellence Award Winner for Sports Column Writing (2019), Named a Finalist in both sports column writing and sports writing (2020)
- Ohio Athletic Conference “Wenzler Award” for Outstanding Student Sports Information Staff Member (2021)

Education

John Carroll University | *University Heights, OH*

August 2017 - May 2021

- Bachelor of Arts in Communication (Digital Media) and Sports Studies (Athletic Administration)
- John Carroll University Dean's List: Second Semester Sophomore Year, First and Second Semester Junior Year and First Semester Senior Year

Course Work

Fall 2017

- Seminar on Academic Writing
- Speech Communication
- Intrapersonal Communication
- Elementary Statistics
- Foundations of Exercise Science and Sports Studies

Spring 2018

- Introduction to Psychology
- Beginning Spanish I
- Principles of Economics I (Micro)
- Continental Philosophy

Fall 2018

- Introduction to Mass Media
- Introduction to Journalism
- Introduction to Integrated Marketing Communication
- Research Methods in Exercise Science and Sports Studies
- Diversity and Stereotypes in the Media

Spring 2019 (Dean's List)

- New Testament
- Working in Sports Media
- Sociology of Sport
- Qualities and Characteristics of Leaders in Sports

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- Audience Matters

Fall 2019 (Dean's List)

- Introduction to Digital Media
- Professional Communication
- Sports Governance
- Organization and Administration of Exercise Science and Sports Studies
- Beginning Spanish II

Spring 2020 (Dean's List)

- Informed Health Decisions
- Creativity and Innovation of Health
- Globalization and Sport
- Communication Ethics
- Intermediate Spanish I

Fall 2020 (Dean's List)

- Senior Internship, Capstone and Presentation
- Ignatian Spirituality
- Business Analysis with Excel
- Interviewing
- Sports Promotion and Fan Engagement

Spring 2021

- Issues in Sports Journalism
- Principles of Economics II (Macro)
- Data-driven decision making
- Visual Storytelling
- Ethics in Sport
- Areas and Facilities in Recreation and Sports
- Human Resource Management

Skills

- Adobe Suite
- Adobe Indesign
- Adobe Audition
- Adobe Premiere
- Adobe Photoshop
- FinalCutPro
- Wordpress
- Microsoft Word
- Microsoft Powerpoint

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- Google Suite