
JORDAN LANK | SPORTS JOURNALIST

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— EXPERIENCE —

Rochester Honkers, Northwoods League — Rochester, Minn. | *Director of Media Relations*

JUNE 2020 - PRESENT

- Responsible for all aspects of the media relations department, including (but not limited to) developing and maintaining relationships with local media, supervision of media assistants, consistent brand imaging and social media presence
- Play-by-play and color commentary for all Honkers broadcasts & lead editor/writer for RochesterHonkers.com
- Serve as fill-in producer for all Northwoods League Baseball Network TV broadcasts, featuring four-camera setup
- Creator of daily game notes/fan program hybrid, "Take a Gander," distributed to fans and media members

Greenville Swamp Rabbits, ECHL — Greenville, S.C. | *Multimedia & Broadcasting Intern*

OCTOBER 2019 - DECEMBER 2019

- Fulfilled social media strategy on all social channels from concept creation to delivery, including in-game content on Instagram stories and team's Twitter feed
- Contributed toward game notes creation including "Bunny Bits," to be distributed to media and fans in attendance
- Produced and voiced advertisements and reports to update fans on team's primary affiliate, the Carolina Hurricanes
- Color commentator for select home and road contests

Fayetteville SwampDogs — Fayetteville, N.C. | *Broadcasting & Media Relations Intern*

MAY 2019 - AUGUST 2019

- Called a full summer season of collegiate baseball games, both at home and on the road, performing play-by-play and color broadcasting on CPLbaseball.tv and on the team's radio stream
- Wrote game recaps for team website on deadline and updated daily program for fan intake
- Responsible for website management and media distribution of all team-related news
- Recorded public radio commercials at multiple local stations
- Created and posted daily social media graphics
- Functioned as a true team player by helping with day-to-day ballpark operations

Hawk's Nest TV & Radio: Baseball & Football — Gilbert, Ariz. | *Livestream Broadcaster, Graphic Designer*

AUGUST 2017 - MARCH 2019

- Called over 50 high-level high school baseball and football games as play-by-play and color broadcaster via team livestreams and radio streams
- Conducted pre-and-postgame interviews of players and coaches on camera
- Used Adobe Photoshop to create content for school's social media and game programs
- Learned valuable communication techniques essential to producing successful broadcasts in a time-sensitive environment

AZPreps365.com — Phoenix, Ariz. | *Content Contributor, Reporter*

AUGUST 2017 - DECEMBER 2017

- Responsible for all aspects of the media relations department, including (but not limited to) developing and maintaining relationships with local media, supervision of media assistants, consistent brand imaging and social media presence
- Play-by-play and color commentary for all Honkers broadcasts & lead editor/writer for RochesterHonkers.com
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KASC Blaze Radio 1330 AM — Phoenix, Ariz. | *Sports Broadcaster*


AUGUST 2016 - MAY 2019

- Play-by-play and color commentator for Arizona State baseball and softball
- Wrote and delivered five-minute on-air sports updates regarding news in professional and collegiate sports

— SKILLS —

- Play-by-Play Broadcasting → Media Relations → Sports Writing → Videography → Live Television Production
- Graphic Design → Photography → Social media → Audio editing → Adobe Creative Suite → AP Style
- Multi-tasking → Communication & Teamwork → Interpersonal skills → Time management

— EDUCATION —

 **Walter Cronkite**
School of Journalism
and Mass Communication
Arizona State University

CLASS OF 2020
Bachelor of Arts,
Mass Communication and
Media Studies

— REFERENCES —

Jordan Kuhns // Dir. Media Relations/Broadcaster, Dubuque Fighting Saints
jkuhns@dubuquefightingsaints.com | 610-405-5343
Eric Bach // Director of Media Relations, Morehead City Marlins
eric.bach7@gmail.com | 517-677-3968
Nick Badders // Broadcast & Communications Manager, Melbourne Aces
nick@badderupsports.com | 925-784-0061