



CONTACT ME

## ABOUT

## EXPERIENCE

## SKILLS

## EDUCATION

# MARC SCHWARTZ

## Digital Media | Content | Broadcast



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MarcSchwartzPxP.com

Marc is a media professional of eight years with a concentration in digital marketing, content creation and broadcasting. He has called action and has contributed off the air through marketing partnerships and inside sales, media/public relations, ad strategy, content creation and internship coordination. Jimmy Kimmel once referenced Marc to have provided "one of the great moments of sports broadcasting history," on national television.

### Somerset Patriots Baseball, Atlantic League

2014 - Present

Director of Broadcasting / Media Relations

Bridgewater, NJ

- Spearheaded creation of new broadcast network through Boxcast and Wirecast platform integration
- Responsible for the sales and execution of marketing partnerships, sponsorships, group and season tickets
- Produced over \$400,000 in sales revenue; exceeded sales goals in each of first five seasons
- Managed all team social media platforms and mobile app, including in-game content while on the air
- Shot, hosted, edited & produced digital media projects for multiple platforms with an emphasis on video
- Produced and maintained content for team website through press releases, news and marketing campaigns
- Internship Coordinator: screened 600+ candidates, interviewed ~75, hired & managed 12 interns/year
- Full-time play-by-play broadcaster for 140-game schedule on 1450 WCTC and SPN.tv platforms

#### About that time I went viral...

- Produced a viral video of myself catching a foul ball while on air, maintaining the call with a fun celebration
- "I am very proud of myself," "Boy, am I impressive," and "What a play by me," amongst phrases that resonated
- Video received 10+ million views online, including 1.3 million views on personal Twitter page
- Featured on ABC, ESPN, CNN, MLB Network, Sports Illustrated, Deadspin, Barstool Sports, CBS This Morning, Awful Announcing, and countless other local and national TV and radio stations, including WFAN and Z100.
- Interviewed on-camera by Randy Scott live on SportsCenter:AM - aired on ESPN2 to a national audience

### Long Island Ducks, Atlantic League

Feb. 2014 - Sept. 2014

Broadcast / Media Relations Assistant

Central Islip, NY

- No. 2 play-by-play broadcaster across 140-game schedule through Ducks' Broadcast Network
- Co-edited, authored, designed and produced official team media guide and commemorative yearbook
- Produced daily game previews, recaps, media notes, transactions, press releases and stat packs

### Charlotte Stone Crabs, Florida State League

May 2013 - Sept. 2013

Lead Broadcaster / Media Relations Intern

Port Charlotte, FL

- No. 1 play-by-play broadcaster for all home games and select road trips for High-A affiliate of Tampa Bay Rays
- Designed & produced daily media notes, stat packs, and game recaps posted on MiLB HomeBase platform
- Coordinated interviews for top prospects and big performers with both local and national news organizations

### Yale All Access, Yale University

Dec. 2012 - May 2013

Play-by-Play Broadcaster

New Haven, CT

- Play-by-play broadcaster for women's basketball, women's ice hockey & men's lacrosse on university stream
- Established lasting partnership between Quinnipiac broadcast students and Yale athletics to provide talent

### Keene Swamp Bats, New England Collegiate Baseball League

March 2012 - August 2012

Lead Broadcaster / Media Relations Assistant

Keene, NH

- No. 1 play-by-play broadcaster for 42-game season on AM 1220 ESPN Radio Keene
- Designed and produced official team media guide, daily stats sheets, game recaps and press releases

### Quinnipiac Bobcats Sports Network, Quinnipiac University

August 2010 - May 2013

Co-Director / Founding Member

Hamden, CT

- Lead play-by-play broadcaster for Quinnipiac Athletics incl. basketball, hockey, soccer, lacrosse and baseball
- Led student media organization of over 30 dedicated journalism students passionate about sports coverage
- Created multimedia opportunities for students through partnership with campus TV and radio station
- Created, designed, edited and published school's first-ever monthly sports-specific print newsletter

COMPUTER: Adobe Suites, Final Cut Pro, SoundCloud, Audacity, Quark, Wirecast, Boxcast, Livestream, vMix, Office  
CMS: MiLB HomeBase, Research.MLB.com, PointStreak, Infinity Site Manager, Glitnir, Wordpress, Joomla!, Fanmaker

### Quinnipiac University, School of Communications

Graduated May, 2013

Bachelor of Arts, Journalism | Minor in Sports Studies

Hamden, CT

- 2013 School of Comm. Katie Award recipient "in recognition of outstanding commitment to sports and media"

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