



CONTACT ME

## ABOUT

## EXPERIENCE

## SKILLS

## EDUCATION

# MARC SCHWARTZ

## Digital | Media Relations | Communications



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MarcSchwartzPxP.com

Marc is a media professional of 10 years with a concentration in digital content creation, social engagement, media relations and marketing. He has broadcast games and contributed off the air through sales, social media management, web development, ad strategy, digital communications and audio/video production. Jimmy Kimmel once referenced Marc to have provided "one of the great moments of sports broadcasting history," on national TV.

Somerset Patriots Baseball, New York Yankees Double-A Affiliate  
Director of Broadcasting / Media Relations

2014 - Present  
Bridgewater, NJ

- Full-time No. 1 play-by-play broadcaster for full schedule on MiLB.tv platform and Fox Sports NJ radio partner
- Built, designed, and maintained team's new website as lead contact with MiLB integration through Forge CMS
- Turned around new website landing pages / press releases to match and supplement marketing campaigns
- Produced over \$500,000 in sales revenue through marketing partnerships, groups, and season tickets
- Retained clients through personal connections, on-site activation, and respectful but insightful follow-up
- Managed all team social media platforms and mobile app, including in-game video content while on the air
- Once procured over 150,000 Twitter impressions on solely-produced content in one night while calling a game
- Increased Twitter following by over 7,300 and Instagram following by nearly 6,900 in 10-month stretch from November, 2020 to August 2021; Led team that garnered over 19 million Twitter impressions in same stretch
- Shot, hosted, edited & produced digital media projects, including work as the team's lead video editor
- Created, hosted, edited & produced team's first-ever podcast series; genesis came during COVID-19 pandemic
- Designed, researched, and produced team's brand new media guide for 2021 season; first in over 15 years
- Maintained daily stats/team records and communicated milestones to front office and outside media
- Led team in creation of new broadcast production department to exceed standard required for MiLB.tv
- Internship Coordinator: screened 600+ candidates, interviewed -75, hired & managed 12 interns/year
- Produced a viral video of myself catching a foul ball while on air, maintaining the call with a fun celebration
- Video received 10+ million views online; picked up by countless local and national TV & radio stations

Long Island Ducks, Atlantic League  
Broadcast / Media Relations Assistant

Feb. 2014 - Sept. 2014  
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  
Lead Broadcaster / Media Relations Intern

May 2013 - Sept. 2013  
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  
Play-by-Play Broadcaster

Dec. 2012 - May 2013  
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  
Lead Broadcaster / Media Relations Assistant

March 2012 - August 2012  
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  
Co-Director / Founding Member

August 2010 - May 2013  
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

COMPUTER: Photoshop, InDesign, After Effects, Premiere, Tricaster, Final Cut, Wirecast, vMix, Microsoft Office, Audacity  
CMS: Forge, MiLB Diamond, Form Foundry, Research.MLB.com, Pointstreak, Glitnir, Wordpress, Mobile App, IBM Aspera

Quinnipiac University, School of Communications  
Bachelor of Arts, Journalism | Minor in Sports Studies

Graduated May, 2013  
Hamden, CT

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

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