

Maddie McCarron
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EDUCATION

University of Iowa | Iowa City, IA December 2022
Bachelor of Arts - Journalism and Mass Communication
Bachelor of Science - Sport and Recreation Management - Public Relations/Communications

WORK EXPERIENCE

FOX Sports | Los Angeles, CA August 2022-Present
Freelance Social Content Creator

- Create in-game content: cutting highlights, editing video comps and other creatives using Premiere Pro and editing and building PSD files for graphics using Adobe Photoshop.
- Generate, create and post content for the following accounts: @CBBonFOX, @CFBonFOX, @TheUSFL, @FOXsoccer.

Intern for @CBBonFOX and @TheUSFL February 2022-August 2022

- Learned to cut in-game highlights using WildMoka for the Big East and Big Ten men's and women's basketball tournaments. Created graphics and generated content ideas for the college basketball off season.
- Helped FOX launch the inaugural season of the USFL from draft day to the championship game.
- Covered USFL games remotely cutting highlights and making graphics.

Local Runner for FOX Sports Big Noon Kickoff and 2021 Field of Dreams Game

- Aided production crew in setting up the sets and look of the Field of Dreams.

University of Iowa Athletic Department | Iowa City, IA November 2020-February 2022
Communications Department | SID Intern

- Generate content for Iowa volleyball, field hockey, women's basketball and softball by cutting in-game highlights, creating and building graphics for social channels: Twitter, Instagram, Facebook, and HawkeyeSports.com
- Wrote game recaps, updated stat books, programs, news releases and feature stories, and facilitated post-game and weekly press conferences.
- Traveled to the 2020 NCAA Tournament and 2021 Big Ten Tournament with the Iowa Field hockey team to cover their events on and off the pitch.

University of Iowa Gerding Athletic Learning Center | Iowa City, IA August 2020-May 2022
Tutor

- Formulate materials to help student-athletes improve in the classroom based on the courses they needed help with.

- Helped them develop creative strategies for exams, quizzes and projects.
- Attended seminars to accomplish tutor certification.

Iowa Heartlanders | Coralville, IA
In-Game Host

October 2021-April 2022

- Execute in-game Instagram content for the Instagram stories using intermission games, fan content, and live game footage.
- Ad lib to a crowd of 1,000+ every night and engage fans in the crowd during intermission breaks.
- Develop an authentic and fun environment for fans that makes them want to come back.

Chicago Blackhawks Practicum | Iowa City, IA
University of Iowa | Student

June 2021 – July 2021

- Conduct research on the Chicago Blackhawks female retail market.
- Create and produce innovative ways to market to their female audience with different brands and styles.
- Meet with Blackhawks Project Leads once a week to cover information and new research.
- Presented final ideas to the Blackhawks Executives at the United Center in Chicago.

Cedar Rapids Kernels Practicum | Iowa City, IA
University of Iowa | Student

June 2020 – July 2021

- Conducted a social media audit from the Kernels social media channels.
- Presented social media changes and updates to the Kernels for next season along with promotional events.

The Daily Iowan | Iowa City, IA
Sports Reporter | TV Sports Reporter

August 2019 – October 2020

- Centralized as devoted Iowa field hockey and volleyball beat reporter
- Filmed games, attended post-game press conferences, filmed stand ups and put together feature packages.
- Produced 5–7-minute sportscasts for an audience of 100+.
- Wrote game recaps and produced feature stories on players and teams.

Telegraph Herald | Dubuque, IA
Features Intern | Freelance Writer

August 2018 – August 2019

- Pitch feature story ideas for the newspaper and Her Magazine – A magazine for women, relative to the local area.
- Find and interview sources remotely or in-person and coordinate photo shoot/story visuals.
- Produced interviews over the phone or in person with talent like Marlon Wayans, Dustin Lynch, The Band Perry, and many others.