

Shaunak Nadkarni

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EXPERIENCE

Assistant Director of Athletic Communications, Franklin & Marshall College JUNE 2023 — PRESENT

- Directed and executed media day photo shoots for all varsity programs.
- Created graphics and video edits for social media and marketing purposes.
- Increased social media following by over 600 followers across all platforms over the course of six months.
- Maintained a strong presentation of the official athletics website with previews, recaps, feature articles and up-to-date statistics for 27 varsity teams.
- Produced live broadcasts of 18 different programs and provided play-by-play commentary for several home games.
- Kept live stats through PrestoSports and NCAA Live Stats for volleyball, soccer, field hockey, basketball, lacrosse, baseball and softball.
- Managed a staff of 12 student workers and scheduled each worker for various game day duties.

Graduate Communications Assistant, NYU Athletics SEPTEMBER 2022 — MAY 2023

- Served as the voice of NYU Athletics' home broadcasts, providing play-by-play commentary on live streams of women's volleyball, men's & women's soccer, men's & women's basketball, wrestling and baseball.
- Responsible for the implementation of new broadcast features, including pre-game and half-time shows as well as on-camera interviews with coaches.
- Helped develop "VioletVision", NYU Athletics' media network, which will launch in Fall 2023.
- Produced and developed media assets such as game notes, video highlight reels, and promotional videos for most athletic programs.

Sports Editor, Washington Square News SEPTEMBER 2022 — MAY 2023

- Oversaw the editing and production process of all sports articles published for NYU's student-run newspaper, ensuring that stories were factually accurate and followed AP style.
- Managed and assigned stories to a group of 20 writers on a weekly basis.
- Maintained consistent coverage of the university's athletics with daily previews, recaps, and player interviews.
- Diversified sports content with player feature articles that told the stories of student-athletes at NYU.

Media Relations Intern, Somerset Patriots JANUARY 2022 — JULY 2022

- Provided play-by-play and color commentary for home games on MiLB.TV and Fox Sports New Jersey, the Patriots' flagship station.
- Assisted in numerous aspects of social media including filming in-game video, creating lineup and final score graphics, editing video highlights, and developing other engaging content to connect with fans.
- Helped publish and design the team's yearbook and media guide, wrote feature articles and press releases for the team website, and spearheaded the publication of the Patriots' weekly magazine "Patriots in Pinstripes".
- Game day responsibilities included editing daily lineup sheets for press box, writing game recaps, and interviewing players and coaches.

PROFESSIONAL SUMMARY

Current assistant director of athletic communications at Franklin & Marshall College with over three years of experience in athletic communications, broadcasting and journalism.

EDUCATION

Rutgers University, New Brunswick, NJ
B.S. Sport Management

GRADUATED MAY 2022

New York University, New York, NY
M.S. Global Sport

GRADUATED AUGUST 2023

SKILLS

Adobe Creative Suite

Extensive use with Adobe Photoshop, Premier Pro, Acrobat, and InDesign to create social media and marketing content.

Stat Keeping

Strong understanding of how to operate SideArm Stats, NCAA Live Stats, DakStats, and StatCrew software.

Journalism

Highly skilled in both reporting and editing, having served as a beat reporter and section editor at student-run newspapers.

Photography & Videography

Able to capture high quality content of live sports for social media as well as other engagement purposes.