

BECKY BADGER

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608-888-8888

EDUCATION

University of Wisconsin-Madison

Bachelor of Arts, May 20xx

Major: Journalism and Mass Communication (Reporting and Strategic Communication)

Certificates: Sports Communication

SPORTS COMMUNICATION EXPERIENCE

New York Yankees, Public Relations Internship, Bronx, NY, June 20xx-August 20xx

- Collaborated with the New York City media during games and coordinated interviews with players
- Served as a liaison between the Yankees and the Communications Team
- Assisted with special game day events by organizing communications logistics
- Attended weekly meetings to strategize on communications

UW-Madison Athletic Communications, Student Assistant, Madison, WI, September 20xx-May 20xx

- Used social media such as Instagram, Facebook and Twitter to update fans about sporting events
- Published content on UWBadgers.com to student athlete's biographies
- Utilized iDesign to track statistics and provide fans additional information on the Badgers

WMTV, Sports Intern, Madison, WI, May 20xx-August 20xx

- Covered professional sporting events and selected important plays to broadcast
- Transcribed events and picked quotes for clips
- Followed breaking news stories and conducted interviews to gain additional information

ESPN-Madison, Production and Promotions Intern, Madison, WI, January 20xx-May 20xx

- Participated in game day events and distributed ESPN promotional materials
- Edited video packages for weekly program by using various software programs
- Created social media posts for the website
- Assisted on-air hosts with background information and story ideas

Badger Herald, Sports Reporter, Madison, WI, September 20xx-December 20xx

- Covered Badger football games and interviewed various athletes
- Received front page coverage on article on concussions

LEADERSHIP EXPERIENCE

Association for Women in Sports Media (AWSM), Social Media Chair, Madison, WI, May 20xx-Present

- Help form new student chapter on campus and serve in a leadership position
- Develop, design and update social media platforms to communicate with members and promote events

Alpha Phi Sorority, Athletics Chairperson, Madison, WI, September 20xx-May 20xx

- Coordinated and scheduled all chapter athletic events with UW's Division of Recreational Sports
- Served on the Panhellenic Council as the Athletics liaison

SKILLS

Language: Spanish, conversational

Technical: Microsoft applications, Adobe Audition, Adobe Premiere, Final Cut Pro, AP style, Simmons OneView, Audacity