

Michael Saponara

New York, New York | (914) 490-0465 | MichaelSaponara24@gmail.com

Communications Professional

Results-focused and ambitious entry-level entertainment and sports communications professional with recent completion of an internship as an Editorial Contributor at *VIBE Magazine*, recent acquisition of a Bachelor's degree in Communications from SUNY Cortland, and in current pursuit of a Masters in Public Relations at Iona College. Solutions-oriented and creative writer with a passion for sports and music.

Core Competencies:

Public Relations | Media Relations | Writing & Editing | Content Creation | Messaging | Brand Awareness
Customer Service | Multi-Tasking Skills | Crisis Communications | Marketing | Public Speaking | Audio Editing | Time Management | Social Media | Conflict Resolution | Logic | MS Office Suite | Adobe Creative Cloud | Final Cut

Education

Masters of Arts in Public Relations, Iona College (2017)

Bachelor of Arts in Communications, Double Minor in Economics and Sports Management, SUNY Cortland (2015)

Study Abroad in Florence, Italy, Florence University of the Arts (2014)

Professional Value Offered

- Journalism Portfolio: <https://michaelsaponara24.journoportfolio.com>
- Bylines: *Vibe Magazine*, *Billboard*
- Page manager for J.R. Smith Memes. <https://www.facebook.com/JR-Smith-Memes-367662593348489/>
- Served as Religious Assistant Instructor (CCD) and Tutor for various subjects in support of the 2011 Big Buddy Program, a mentoring program at Yorktown High School.

Professional Experience

Editor-in-Chief | The Daily Mix Report | New York, NY | 2016-Present

- Improve show content by researching and reporting on trending topics within sports, fashion, pop culture, and entertainment.
- Appointed as the Daily Mix Report Podcast Co-Host, conducting weekly recording session covering trending topics in pop-culture, while producing content to improve user interaction and fan volume.
- Website: www.DailyMixReport.com.
- Podcast: <https://itunes.apple.com/us/podcast/daily-mix-report-podcast/id1232967032?mt=2>

Editorial Contributor | Vibe Magazine | New York, NY | 2016-2017

- Supported workflow by generating 5+ news stories daily.
- Interfaced with talent to conduct and transcribe interviews. (Vince Staples, Fetty Wap, Snoop Dogg)
- Hosted first ever VIBE TRIBE Podcast episode with Joe Budden.
- Covered events on behalf of Vibe media. <http://www.vibe.com/author/msap>

Public Relations Intern | Radio Tag | New York, NY | 2015

- Created data entry spreadsheets using Excel to seek out potential media partners.
- Strengthened brand awareness by preparing and delivering promotional items for increased outreach, visibility and exposure.
- Communicated to print/web partners regarding the possibility of potential promotional opportunities.