

# Nicholas Licata

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45 S 13th St. Pittsburgh, PA 15203

## Experience



### Pro Football Hall of Fame

May 2025 - Present

#### Communications Intern

- Created, designed and authored a commemorative magazine to honor the Class of 2025 Awards of Excellence recipients.
- Wrote the NFL's official press release for [media.nfl.com](http://media.nfl.com) to recap the boys 14u FLAG Football Championship.
- Drafted public relations materials and written content for the Hall's website, including the media guide and yearbook.
- Wrote and co-produced a feature documentary about coach Jim McNally featuring Hall of Famer Anthony Muñoz.
- Wrote spotlight articles highlighting anniversary classes and new artifact donations, such as Blankenship's Super Bowl cleats.



### University of Pittsburgh

#### Sports Information Coordinator, Women's Basketball

Oct. 2023 - Present

- Wrote game recaps for Pitt's website and helped operate social media accounts during home games (@Pitt\_wbb), including covering the largest regulation comeback in NCAA women's basketball history.
- Created the 2024 ACC Tipoff guide to be distributed to all conference teams and the ACC Network crew at the ACC Tipoff.
- Worked with a collective to produce the team's media guide and published timely press releases during the season.
- Led a player award campaign that culminated in Liatu King being named the 2023-24 ACC Most Improved Player.

#### Strategic Communications Assistant

Aug. 2023 - Present

- Edited photos and clipped videos in-game for Pitt football and volleyball social media accounts (@Pitt\_fb, @Pitt\_vb).
- Wrote game recaps and edited photos and videos in Adobe in-game for the No. 1-seeded volleyball team's NCAA Tournament run. This effort helped gain 20,000 followers and see over 500,000 likes across all social media platforms in one month.
- Worked in the office on day-to-day projects such as creating game notes, updating media guides and drafting press releases.



### Pittsburgh Penguins

Jan. 2025 - May 2025

#### Social Media Intern

- Wrote short-form copy for social media posts including a collaboration post with the Pittsburgh Steelers (@steelers) and an NHL Quarter Century Team Instagram Reel that garnered over 550,000 impressions.
- Wrote copy for direct and digital marketing campaigns, including the Student Rush, Know Before You Go, and Post-Game Surveys campaigns that reached over 100,000 people weekly.
- Captured and collected engaging content at home games for social; maintained team's website ([nhl.com/penguins](http://nhl.com/penguins)).



### Pittsburgh Pirates

March 2024 - Sept. 2024

#### Media Relations Intern

- Wrote and proofread game-day lineups, game notes and press releases using MLB Pressbox and StatsPass on a daily basis.
- Communicated in-game with Pirates broadcasters and TV production trucks reporting timely updates and relevant statistics.

## Additional Freelance Experience

### NCAA March Madness Tournament

March 2024

#### Game-day Operations Worker

### Duquesne University Athletic Department

Aug. 2022 - Present

#### Game-day Operations Student Worker

### 2025 Pittsburgh Marathon

May 2025

#### Social Media and Creative Content Associate

## Education

### Duquesne University

Expected Graduation Dec. 2025

Bachelor of Arts in Sports Information and Media and Digital Media Arts

GPA: 3.9

### Awards, Honors and Involvement

- Duquesne 2022 Undergraduate Public Speaking Contest Champion
- Phi Eta Sigma Honor Society

Adobe Creative Suite | Microsoft Cloud | Communications | Content Creation | Social Media | Journalism | Public Relations