

dylanmccoy9@gmail.com

908-239-8441

New Brunswick, NJ (*open to relocation*)

About Me

Dedicated and versatile Sports Journalist with extensive experience in writing, editing, and content development for digital and print media. Adept at covering breaking news, producing in-depth analysis, and engaging audiences with compelling storytelling. Proficient in leveraging social media and SEO strategies to maximize reach and audience engagement. Passionate about the world of sports, with a deep knowledge of major U.S. professional and collegiate sports.

Experience

NJ Advance Media, High School Sports Reporter (Edison, NJ)

04/2024-Present

- Cover high school sports, providing timely and engaging game recaps, feature stories, and breaking news. Entrusted to report on state/sectional championships and the jersey retirement of Naz Reid at Roselle Catholic.
- Conduct interviews with athletes and coaches to provide a story alongside the facts and stats of the event.
- Utilize SEO strategies and social media to increase audience engagement.

Rutgers Youth Sports Research Council, Program Assistant

12/2023-Present

(New Brunswick, NJ)

- Develop and edit sports-related content for newsletters and research publications.
- Assist in coordinating sports media projects and outreach initiatives.
- Spearheaded daily communication efforts with recreation professionals across the state of New Jersey.
- Manage the organization of a booth and pre-workshop event at the annual NJRPA Conference.
- Contributed to a 10% revenue increase in the 23-24 fiscal year and currently on pace for another increase.

PENN Interactive, Player Marketing Specialist (Cherry Hill, NJ)

03/2023-12/2023

- Created digital content focused on sports betting trends and consumer engagement.
- Assisted in developing promotional campaigns for sports-related products.
- Part of coordinating the rollout of ESPNBet, taking live data from consumers to influence the immediate marketing of the service.

The Daily Targum, Sports Editor/Copy Editor (New Brunswick, NJ)

02/2021-02/2023

- Managed a team of 15+ writers, making sure all team schedules were accounted for and coordinating editorial assignments.
- Led coverage of Rutgers athletics, producing exclusive features and in-depth analysis.
- Spearheaded digital audience growth through SEO-focused content strategies and social media engagement.
- Represented the publication at major sporting events, providing live updates and comprehensive coverage.

WRSU, Assistant Sports Director (New Brunswick, NJ)

12/2019-12/2022

- Produced and edited multimedia sports content, ensuring real-time reporting accuracy.
- Provided live commentary and play-by-play coverage for major collegiate sporting events.
- Managed an events calendar that included over 100 live broadcasts per year.

Education

Rutgers University

Bachelor of Arts in
Communications

- Concentration: Sports Journalism
- Minor: Digital Communication, Information and Media

December 2022

Leadership

Phi Kappa Tau

Alumni Relations Chair

December 2021-2022

Alumni Board of Governors

January 2023-Present

Key Skills

- Sports Writing & In-Depth Analysis
- Breaking News & Game Coverage
- Feature Writing & Player Profiles
- Digital Journalism & SEO Optimization
- Content Editing & AP Style Proficiency
- Social Media Engagement & Storytelling
- Interviewing & Source Development
- Live Event Coverage & Play-by-Play Commentary
- Content Management Systems (WordPress, Arc)
- Deadline & Multitasking Management