

# Mark McCormick

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## EXPERIENCE

### **2024 U.S. Open Tennis (United States Tennis Association), Seasonal Video Content Coordinator** — Queens, New York

August 2024 - September 2024

- Assisted with publishing video content that included highlights and press conferences
- Tagged videos and created thumbnails for YouTube and other digital platforms

### **United States Golf Association (USGA), Multimedia Producer** — Far Hills, New Jersey

August 2020 - January 2024

- Shot and edited multimedia and video content for the USGA Green Section, catering to golf enthusiasts and turfgrass industry professionals
- Managed visual content and copy for the USGA Green Section's Twitter/X account
- Utilized data and analytics to make content decisions
- Gathered content and distributed the *Green Section Record*, which is emailed to over 18,000 industry professionals in more than 160 countries
- Successfully launched and produced the USGA Green Section Podcast
- Built and published course care articles and website content on usga.org
- Reached over 550,000 views for all Green Section videos in 2023
- Designed print materials and infographics for the USGA Publications website

### **Metropolitan Golf Association, Creative Manager** — Elmsford, New York

April 2019 - August 2020

- Conceptualized and created videos (short and long-form) of players and courses to promote MGA tournaments in real-time and throughout the season for social media
- Wrote copy for website articles, tournament history and social media
- Served as the assistant editor for the *Met Golfer Extra* monthly newsletter

### **New Jersey Golf Foundation and New Jersey PGA, Communications Manager** — Bedminster, New Jersey

May 2016 - April 2019

- Directed the overall marketing and promotion of golf courses and golf professionals in New Jersey
- Managed the New Jersey PGA's editorial presence with monthly articles for *PGA Magazine* and *New Jersey Golf Magazine*
- Traveled to tournaments and off-course shoots to shoot web and social content
- Designed promotional materials, brochures and annual reports for Foundation initiatives
- Served as a liaison for the Public Relations and Special Awards Committees

## AWARDS

### **2024 Metropolitan Golf Writers Association**

Family of the Year

### **2019 and 2020 Garden State Memorial**

**Journalism Awards** First  
Place Marketing Video

## EDUCATION

### **Temple University, Philadelphia PA**

B.A. Journalism 2013-2016

Awards: Cum Laude,  
Dean's List

## SKILLS AND PROGRAMS

Adobe Creative Suite

Premiere Pro

Photoshop

InDesign

After Effects

Final Cut Pro

Microsoft Office

AEM

Riverside FM

Google OneBox

Video Production

Non-Linear Editing

Digital and Print Design

Infographics

Newsletter Design

AP Style

DSLR Cameras

Sony Alpha Cameras

Zoom Recorders