

KENTO KATO

New York, NY 929-360-7174 kentokato94@gmail.com [linkedin.com/in/kentokato](https://www.linkedin.com/in/kentokato)

PROFESSIONAL SUMMARY

Dynamic professional with dual expertise in personal training and sports journalism. ACE-Certified Personal Trainer at Equinox with a proven track record helping clients achieve goals across fat loss, muscle gain, sports performance, and injury rehabilitation. Published NBA writer and analyst with over five years covering the New York Knicks for SB Nation and Sports Illustrated, with hundreds of articles spanning player analysis, trade discussions, and game coverage. Additional background in digital marketing, content strategy, and brand building as a self-starter and entrepreneur.

EXPERIENCE

Personal Trainer & Coach | Equinox

August 2023 – Present | New York, NY

- Design and deliver individualized training programs tailored to diverse client goals including fat loss, muscle gain, strength, sports performance, posture correction, injury prevention, and active aging.
- Built and maintain a growing client base through results-driven coaching, strong communication, and long-term relationship building.
- Launched an independent personal training and nutrition coaching brand offering both in-person (NYC) and online services, managing website creation, SEO, branding, and social media strategy end-to-end.

Contract Writer | Sports Illustrated – Knicks OnSI

April 2026 – Present

- Publish 6–10 articles per week covering trade rumors, player analysis, schematic breakdowns, and breaking Knicks news.
- Consistently deliver accurate, engaging content under tight deadlines while adapting to the fast-paced NBA news cycle.

Staff Writer | SB Nation – Posting and Toasting

February 2021 – Present

- Authored hundreds of articles for one of the largest independent Knicks media platforms, covering game analysis, player evaluations, trade discussions, and long-form features.
- Developed strong analytical, storytelling, and communication skills through consistent, high-volume publishing.

Founder & Editor | Keep It Hoop

April 2014 – December 2022

- Founded and operated an independent NBA media brand across written, audio, and video formats, growing audience engagement through articles, podcasts, and social media content.
- Managed all aspects of production: writing, podcast editing, guest coordination, and multi-platform distribution.

Social Media Manager | Supshops

January 2021 – August 2022

- Served as a founding team member, leading social media strategy, content creation, and audience growth initiatives for an early-stage startup.

Earlier Experience: Contributor, FanSided – Blog of Legends (2020); Editorial Intern, Lot 17 Media (2016); Content Writer & Intern, SportTechie (2014–2015)

SKILLS & CERTIFICATIONS

Certifications: ACE Personal Trainer Certification

Fitness: Program Design, Injury Corrective Exercise, Nutrition Coaching, Sports Performance, Client Relationship Management

Writing & Media: Sports Journalism, NBA Analysis, Long-Form Storytelling, Deadline Writing, Podcast Production, Video Content

Digital & Marketing: SEO, Branding, Social Media Strategy, Content Marketing, Website Development, Canva / Graphic Design

Languages: English (Native), Japanese (Native), Spanish (Elementary)

EDUCATION

Bachelor of Science, Sports Management | [New York University](#)

2012 – 2016