

Nathan Ackerman

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QUALIFICATIONS

- Communications professional with 6 years of experience in **writing and digital media**, 3 years of experience in messaging and **promotional strategy** to support business interests at high-reach companies
- Proven track record **engaging external partners** to foster stakeholder relationships and drive traffic to some of media's most recognizable brands and properties
- Effective communicator with strong multi-tasking and organizational abilities, excel at **cross-departmental collaboration**, experienced with several Content Management Systems

WORK EXPERIENCE

NBCUniversal

Chicago, IL

Digital News Editor

June 2023-Present

- Produce and publish engaging video and written content across digital platforms, **increasing audience engagement by 20%** and enhancing NBC Sports' brand connection with viewers and readers
- Collaborate with external partners and internal teams such as sales and marketing to increase reach, align content with brand identity and advance business goals
- Craft SEO-optimized content and headlines to enhance reach and navigation, improving brand visibility and messaging efficiency
- Spearhead digital coverage of Notre Dame Football on NBC and Peacock, **exceeding internal goals for Peacock subscriptions by 150%**
- Create promotional articles to market properties and broadcasts on NBC Sports and affiliated platforms, reaching over 1,000,000 readers and viewers and strengthening external perception
- Manage digital presence during major company events, significantly increasing average Olympics viewership to 30.7 million while adding 2.5 million Peacock subscribers and 500,000 YouTube subscribers

FOX Sports

Los Angeles, CA

Digital Content Manager

June 2022-May 2023

- Curated and delivered news material to FOX Sports stations and over 200 local affiliates, **leveraging performance analytics to increase distribution volume by 15%** and expanding affiliates' reach
- Built and strengthened relationships with press organizations, media professionals, sports leagues and teams to foster enhanced collaboration and future partnership
- Evaluated email requests from external organizations, ensuring alignment with FOX Sports' brand image and strategic interests, responding or rejecting accordingly
- Led communication efforts by securing and managing content from third-party sources, distributed to internal departments for airing to 115 million Super Bowl viewers and 250 million World Cup viewers

Annenberg Media & Daily Trojan

Los Angeles, CA

Media Planner; Director, Producer, Writer & Editor

Aug 2018-Dec 2022

- Led a team of over 200 in content planning and creation at Annenberg Media and Daily Trojan, overseeing strategy, people management, desk assignments and third-party partnerships
- Developed high-reach news, opinion, feature and investigative content, with 3 articles ranking in the top-20 for all-time performance, enhancing brand engagement and outlet reputation
- Implemented cross-promotion and content calendar strategies, boosting social media following by 90%

CERTIFICATIONS

- HubSpot Inbound Marketing Certification — HubSpot Academy Feb 2025

EDUCATION

University of Southern California

Los Angeles, CA

Annenberg School for Communication and Journalism

2018-2022

3.9 GPA | Bachelor of Arts (BA), Journalism | Minor in Sports Media Studies & Specialization in Applied Analytics