

Nathan Ackerman

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Communications professional with a proven track record in media relations, digital content strategy and audience engagement. Skilled at leveraging multimedia platforms to amplify brand messaging and foster stakeholder relationships.

WORK EXPERIENCE

NBC Sports

Digital News Editor

Los Angeles, CA

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
- 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
- Maintain platforms with fresh, timely content; collaborate with internal and external partners to enhance content relevancy, accuracy and consistency

FOX Sports

Assignment Desk Editor

Los Angeles, CA

June 2022-May 2023

- Curated and delivered video and news material to FOX Sports stations and over 200 local affiliates, increasing distribution volume by 15% and expanding FOX Sports affiliates' reach
- 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
- Built and strengthened relationships with media organizations, teams and leagues to foster enhanced collaboration and future partnership

USC Student Media

Director, Producer, Editor & Multimedia Journalist

Los Angeles, CA

Aug 2018-Dec 2022

- Led a team of over 200 in content creation and planning at Daily Trojan and Annenberg Media, 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% and driving significant visibility
- Launched Annenberg Media marketing campaign based on community outreach and campus partnerships, increasing sports desk staffing by 30% and traffic by 35%

EDUCATION

University of Southern California

Annenberg School for Communication and Journalism

Los Angeles, CA

2018-2022

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