

# Nathan Ackerman

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## WORK EXPERIENCE

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### NBC Sports

Digital News Editor

Los Angeles, CA

June 2023-Present

- Publish video/written content on NBC Sports digital platforms, including website, mobile app, YouTube
- Write previews and SEO-oriented content for website, craft headlines/copy to optimize reach, navigation
- Constantly maintain platforms with fresh, timely content; collaborate with internal and external partners
- Assist with site merger of various NBC Sports digital properties, combining under NBC Sports umbrella

### Phillies Nation

Sports Journalist

Los Angeles, CA

March 2021-Present

- Write feature, news, game and analysis articles on fast-paced and rapidly changing MLB storylines
- Cover games in-stadium at press boxes; conduct interviews with players, coaches and personnel
- Manage social media accounts to engage with national fanbase and promote original content

### FOX Sports

Assignment Desk Freelancer

Los Angeles, CA

June 2022-May 2023

- Gather video and other news material for FOX Sports stations and more than 200 local FOX affiliates
- Liaise across departments and with external organizations to facilitate content acquisition and clearance
- Set up event records, monitor video feeds and archive content in FOX databases for future usage
- Apply performance analytics and utilize social media to proactively anticipate topics of interest

### USC Student Media

Multimedia Journalist, Editor, Producer and Director

Los Angeles, CA

August 2018-December 2022

- Led sports departments at student newspaper Daily Trojan, student multimedia outlet Annenberg Media
- Planned, wrote, edited and/or published all sports content. Facilitated media access and assigned stories
- Produced daily sports and news TV shows, appeared on camera, hosted and edited dozens of podcasts
- Earned selective positions as USC football and basketball beat reporter, traveled to cover both teams
- Added thousands of social media followers using targeted, data-driven cross-promotion strategies

## SKILLS

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Writing | Reporting | Editing | Publishing | AP style | Copy Editing | Content Distribution | SEO | CMS | Adobe Premiere | Microsoft Office suite | Production | Podcasting | Data Analytics | Social Media | WordPress | Spanish (Limited Working Proficiency)

## EDUCATION

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### University of Southern California

Annenberg School for Communication and Journalism

Graduated December 2022

- Bachelor of Arts, Journalism | Minor: Sports Media Studies | Specialization: Applied Analytics
- 3.89 Overall GPA | 3.91 Major GPA
- Allan Malamud Scholarship | University Scholarship | Magna Cum Laude