

# MICHAELA BENNETT

On-Camera Talent/Digital Content Creator/Multi-Media Journalist



## CONTACT

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### LinkedIn:

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### Portfolio:

<https://www.michaela-bennett.com>

## KEY SKILLS

- Social Media
- Fluent in Spanish
- Leadership
- Final Cut Pro
  - Avid
- Social Media Management

## PROFESSIONAL EXPERIENCE

### COMMUNICATIONS CONSULTANT

2022- Present

Major League Baseball Players Association

- Ran social media channels and digital platforms for Advocates for Minor Leaguers in conjunction with helping organize a union for minor league baseball players.

### SHOW HOST/CONTENT CREATOR

2022- Present

Kansas City Sports Network

- Host weekly show "Best of Everything", edit video and publish to YouTube and podcast platforms.

### SIDELINE REPORTER

2022

Stadium Network

- Covered the Cal Ripken Major 70 World Series for Stadium Network, conducting post-game interviews and in-game analysis.

### SOCIAL & DIGITAL CONTENT CREATOR

2021- Present

Bally Sports Midwest/Kansas City

- Oversee copywriting and on-brand messaging of content for websites and social media platforms for three regional sports networks: Midwest, Kansas City, Indiana.
- Provide social media management, content creation, photo/video editing.

### ON AIR HOST & PLATFORM MANAGER

2021- 2022

The Game Day

- Content creation for social media channels, including on-air talent work

### DIGITAL SERVICES ASSOCIATE

2019 – 2021

Kansas City Royals

Kansas City, MO

- Monitored live tweets, Royals guest services email, MLB Ballpark app, and other digital communication platforms during Kansas City Royals games.

### OFFICIAL STATISTICS

December 2018, September 2019

ESPN College Game Day

Columbia, MO

- Worked with ESPN College Football and SEC Network during in-game production.
- Monitored game action and provide live updates for television production crew.

### ON AIR REPORTER / IN-STADIUM HOST

2019

Cal Ripken World Series

Branson, MO

- Worked alongside Stadium Network for production of the tournament.
- Conducted live, on-air post-game interviews with players and coaches.
- Interviewed former MLB players for in-game pre-recorded segments.
- Served as a Spanish/English translator to communicate with Team Mexico, Team Dominican Republic and Team Puerto Rico.

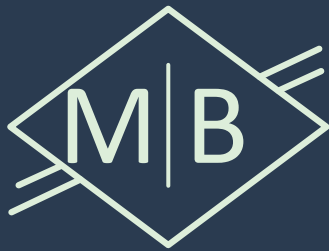
### TEAM REPORTER

2017 - 2018

Mizzou Network, University of Missouri

Columbia, MO

- Produced promotional video materials to enhance Mizzou Athletics fan experience.
- Edited scripts, video and game highlights to publish game summaries.
- Maintained and continually developed content for Mizzou Network online content.
- Conducted on camera interviews with Division I athletes and coaches.
- Performed red carpet interviews for 2018 ROAR Athletic Award Show.



## SKILLS

Adobe Photoshop

Adobe Illustrator

Microsoft Office Suite

Adobe InDesign

## ACHIEVEMENTS

### Associate of the Game

Kansas City Royals - March 2019

### Competed as Miss Kansas City in the Miss Missouri USA Pageant

2020

### Dean's List

Fall 2015 & Fall 2016

### Honors College

2013-2017

## Interests

- Fitness
- Outdoors
- Live events and concerts
  - Writing
- Photography
- Traveling

## STRATEGIC COMMUNICATIONS INTERN

2017 - 2018

University of Missouri Athletics

Columbia, MO

- Generated media interest, wrote press releases and game recaps, wrote features, wrote and updated coaches and players bios, assisted media at games and created content for MUTigers.com.
- Assisted in additional day-to-day strategic communication duties, including research, data input, processed media inquiries and assisted local and national media at athletic events.
- Regularly assisted with Mizzou gameday operations for Mizzou Football, Mizzou Men's Basketball, Mizzou Women's Basketball and Mizzou Baseball along with the majority of Mizzou's 20 varsity sports.
- Managed the teams' accounts on social media platforms.
- Served as secondary athletics media relations contact for Mizzou Men's Basketball.
- Helped coordinate press conferences and interviews for various Mizzou Athletic Programs.

## SEC COMMUNICATIONS INTERN

2018

2018 SEC Football Media Days & 2018 Football Championship Game

Atlanta, GA

- Transcribed press conferences and media interviews for web uses and databases.
- Assisted the Southeastern Conference in executing all media operations duties.
- Served as a media liaison to assist with interviews and other events.

## SPORTS GRADUATE ASSISTANT

2018

The Columbia Missourian

Columbia, MO

- Identified developing or breaking news that warrants deeper reporting and collaborated with reporter to see coverage through.
- Scheduled social media posts via TweetDeck for maintained exposure.
- Assisted in producing the sports section of daily newspaper.
- Oversaw, advised and worked with beat reporters for the sports desk at The Columbia Missourian newspaper.

## COMMUNICATIONS INTERN

2016 - 2017

Missouri State University Athletic Department

Springfield, MO

- Managed the teams' accounts on social media platforms (Twitter, Instagram and Snapchat)
- Created and edited press releases, game recaps, feature stories and player bios.
- Helped coordinate press conferences and post-game interviews for men's basketball and baseball.

## TRAINING CAMP INTERN

2016

Kansas City Chiefs

Kansas City, MO

- Conducted grass-roots marketing to promote attendance at training camp.
- Promoted Chiefs Kingdom Brand and engage with fans
- Served as an ambassador of the Kansas City Chiefs
- Provided daily customer service/experience for fans in attendance.
- Assisted with other Chief's related marketing initiatives.

## EDUCATION

Graduated December 2019

### UNIVERSITY OF MISSOURI

Columbia, MO

Master of Arts in Sports Journalism

Graduated May 2017

### MISSOURI STATE UNIVERSITY

Bachelor of Science in Kinesiology

Springfield, MO

Minor in Spanish