

Matt Popelka

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EDUCATION

Bachelor of Arts, Communication; Minor: History, Professional Writing
Masters of Human Resource Management
May 2019 Saint Francis University, Loretto, PA

Skills

Lightbox, Lyris, Writing (Social Media, Script, Professional), Avid, iNews, Adobe Creative Cloud, Studio cameras, over-the-shoulder cameras, JIB cameras, audio board during broadcasts, operated teleprompter

BROADCAST EXPERIENCE AND RELATED WORK

Freelance Work

Loretto, PA September 2017-Present

- Writes content for various companies and websites

Dryden, NY October 2017

- Broadcasted the 2017 NJCAA Division III Women's Soccer National Championship Tournament

Saint Francis University Graduate Assistant

Loretto, PA August 2017 – Present

- Voice of the Red Flash Olympic Sports
- Sideline Reporter for ESPN3 game
- Broadcasts Soccer (men's, women's), Field Hockey, Softball, Lacrosse (women's), Volleyball (men's, women's), and basketball (women's) on NEC Front Row
- Shoots and edits interview videos of coaches and players for online content for SFU Athletics
- Edits graphics used on NEC Front Row
- Public Address Announcer for Red Flash home football games, Red Flash home men's basketball games

Bluefield Blue Jays Broadcaster

Bluefield, West VA June 2017 – August 2017

- Official Voice of the Bluefield Blue Jays, Rookie-League affiliate of the Toronto Blue Jays
- Broadcasted all home and away games
- Created and maintain stat pack; maintain and update Rosters

IMG College Intern

Blacksburg, VA August 2015 – May 2017

- Broadcasted Virginia Tech Sports (mens and womens soccer, volleyball, softball, and baseball) on HokiesXtra (video broadcast) and ACC Network Extra
- Broadcasted Radford University Athletics (volleyball, mens soccer, baseball, softball, and lacrosse) on Radford Radio Network and Big South Network
- Broadcasted Norfolk State Athletics (womens basketball) on NSU Sports Radio Network
- Broadcasted 2017 CAA Swim and Dive Championships on CAA.tv

Sinclair Communications Intern

Norfolk, VA June 2016 – July 2016

- Wrote radio commercial for Washington Nationals Ticket prize, Local businesses, Local events
- Wrote, recorded (aired on the radio), edited local sports updates for WTAR 850 AM Sports Radio
- Helped prepare and set-up for Virginia Beach Tuna Tournament
- Transcribed numerous radio commercials
- Posted newsworthy articles on radio stations' Facebook pages that have reached 2,000+ people
- Created Sales Package for wedding giveaway by WROX 96.1 FM Radio
- Edited sales packages for multiple radio stations

WAVY Television Intern (Sports Department)

Portsmouth, VA, May 2015 – August 2015

- Operated camera for multiple sporting events (football, baseball) including Peyton Manning Football Camp and Norfolk Tides baseball games
- Assisted in gathering video content and editing for daily sports programming
- Posted on Social Media for On-Screen Talent

- Wrote scripts and other news-worthy content for anchor to read on television
- Created “supers” (graphics displaying names of interviewees) for on-air usage

NBC Universal Intern (Affiliate Marketing Department)

New York, NY, December 2014-May 2015

- Performed daily tasks: posting listings and ratings for television shows, distributing graphics onto LightBox, posting press releases, records notes from *The Tonight Show*, distributing notes from *The Tonight Show* to various affiliated NBC TV stations
- Managed/maintained NBC Affiliate website (listing, press releases, etc.)
- Helped create original content (graphics, news reports, hiatuses, etc.)
- Answered, directed, and made phone calls daily regarding NBC business, other matters with NBC affiliate stations and NBC employees
- Assisted Affiliate Stations with promotion shoots involving the TODAY Show cast
- Helped create and organize/plan/obtain information/schedule events associated with the TODAY Show event #RunforTODAY