

# Dan Reiner

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## Objective

Media professional with front office managerial experience and a strong writing background seeking a full-time position in sports communications or marketing.

## Education

Marquette University Class of 2016 – Milwaukee, WI  
Bachelor of Arts Degree in Journalism, Minor in Marketing

## Work Experience

### **Corpus Christi Hooks (Double-A affiliate of Houston Astros) – Corpus Christi, TX Marketing & Communications Manager, April 2019 – present**

- Manage Hooks' social media accounts for a cumulative audience of 150,000 followers,
- Track trends and analytics, and evaluate strategies based on week-to-week and YoY results.
- Create original content and follow latest trends that align with Hooks brand.
- Established a Hooks brand guide to ensure congruent long-term voice and tone for the organization.
- Head of written content and assist in media relations and website management.
- Executed comprehensive social plan for "Celebrate Whataburger" brand debut, reaching No. 1 in MiLB Facebook video views for August 2020 and top-5 on Twitter and Instagram.
- Built media plan for historic, award-winning "Phones-Free Game" in 2019, garnering extensive coverage from MLB Network, USA Today, MiLB.com, Ballpark Digest, Front Office Sports, AT&T SportsNet and Houston media.
- During pandemic, took over photography duties for all Whataburger Field events, including Astros Alternate Site practices.
- Craft and execute media plans and pitches for all Hooks and non-baseball events at Whataburger Field, and field media requests for player and coach interviews.
- Work with sponsorship department to fulfill contracts and create designated social content.
- Administer Hooks email server and create strategies that align with custom distribution segments, combining with sales team on growth patterns.
- Manage relationships with marketing stakeholders, including external advertising and AI firms.

### **Intersport – Chicago, IL**

#### **Communications Assistant, Dec. 2018 – April 2019**

- *2019 Under Armour All-America Football Game – Orlando, FL*
  - Maintained and audited list of more than 90 national media members and served as secondary contact during weeklong event.
  - Assisted in creating media guides, flip cards and other press box materials for events.
  - Wrote and distributed official press release from nationally televised Skills Challenge.
  - Provided assistance and on-site support at events, including two large media sessions.
  - Lead PR contact for 10-city Camp Series showcasing top high school football players.
- *2019 College Basketball Final Four Weekend – Minneapolis, MN*
  - Secondary contact for 3X3U National Championship at Mall of America and College Slam Dunk & 3-Point Championships at Target Center.
  - Built and vetted roster of 256 college seniors for 3X3U, requiring in-depth statistical analysis and character research.
  - Handled all press relations for High School Slam Dunk & 3-Point Championships.
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### **Gwinnett Stripers Baseball Club (Triple-A affiliate of Atlanta Braves) – Lawrenceville, GA Media Relations Assistant (Trainee Program), Jan. 2018 – Sept. 2018**

- Assisted in production of daily game notes, press releases, credentials and team transactions, and curated daily stat packs; also built about 40 bio pages for team media guide.
- Wrote daily recaps for team website and feature stories for gameday program publication.
- Managed press box staff, photography assignments and gameday operations, including as liaison for daily media and other requests.
- Created new responsive web pages for GoStripers.com in conjunction with MLBAM's roll-out of new Minor League Baseball team site platforms.
- Handled live game updates for @GoStripers Twitter account and monitored in-game social engagement.
- Composed and helped design team's set of 40 baseball cards.
- Coordinated with other departments on in-house projects such as corporate activation and social media optimization, including branded videos and sponsored tweets.

**The Journal News/lohud.com (USA Today Network) – White Plains, NY  
Staff Reporter, June 2016 – Jan. 2018**

- Beat reporter covering five major municipalities in Westchester County.
- Led Saturday breaking news coverage for Westchester, Rockland and Putnam counties.
- Shot and edited photo and video content for online and print editions.
- Wrote news, breaking news and feature stories and produced content for both online and print, averaging 3-5 stories per week.
- Combed social channels and community sources to create unique content and meet deadlines.
- Was previously news intern May 2015-Aug. 2015 and Dec. 2015-Jan. 2016.

**The Marquette Wire – Milwaukee, WI**

**Executive Sports Editor, May 2015 – May 2016**

- Managed and edited content for newspaper, magazine, television, radio and online publication.
- Oversaw staff of two assistant editors, eight reporters and an additional 20 volunteers.
- Men's basketball, soccer, and track and field beat writer with extensive print, audio and video reporting experience; also contributing broadcaster to BIG EAST Digital Network (Fox Sports).
- Previously served as Marquette Radio Sports Director from May 2013 – Jan. 2015.

**Knowledge & Skills**

- Adobe Creative Suite
- Final Cut Pro
- Audacity
- Social Media Optimization (SMO)
- SEO; CMS; HTML; Web Analytics
- MiLB Private Portal, Baseball Reference & FanGraphs
- Photography; AP Style; Microsoft Suite

**Certifications**

- *Baseball*: MLBAM Certified Gameday Stringer; TrackMan Baseball Operator
- *Social*: Hootsuite Certified Professional; Google AdWords Certified Partner