

# RYAN D. SMITH

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## EXPERIENCE

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### **SPRINGFIELD THUNDERBIRDS HOCKEY CLUB (AHL)**

*Manager, Media/Community Relations and Broadcasting*

Springfield, Massachusetts

August 2016 - Present

- Provide play-by-play of all games on radio for NewsRadio 560 WHYN and on AHLTV streaming platform
- Lead media and community relations initiatives and strategy, most notably for team's inaugural season and 2019 AHL All-Star Classic
- Create and maintain relationships with local media; work with digital media team on finalizing advertising scripts and sales collateral
- Collaborate with corporate sales team on community programs and activations, including but not limited to Stick to Reading, Floor Hockey, and Boomer's Kids Club
- Team liaison for more than 150 player and mascot appearances in Springfield community each season
- Emcee team events and functions hosted for both season ticket members and general public
- Manage all website content and layout through carbonhouse web development platform

### **MID-WEST FAMILY BROADCASTING: 106.7 FM/1670 AM THE ZONE**

*Production Assistant*

Madison, Wisconsin

April 2016 – July 2016

- Assisted in production of morning drive radio program, handling social media and inputting audio to MediaTouch system
- Produced Sports Zone audio updates and pre-recordings for The Zone and WI Sports Zone Radio Network affiliates
- Composed web stories and provide commentary on relevant Wisconsin sports topics

### **MADISON CAPITOLS HOCKEY CLUB (USHL)**

*Director of Broadcasting/Media Relations*

Madison, Wisconsin

Jan 2014 – April 2016

- Provided play-by-play coverage of all games on radio for 106.7 The Zone in Madison
- Forged and maintained relationships with print, radio and TV media to generate brand awareness and coverage for new USHL team in Madison
- Arranged all player, coach and team media appearances across Madison and surrounding market stations
- Compiled press releases and original stories for submission to media partners
- Managed all website content and design updates, working closely with software providers and design teams
- Oversaw all social media marketing on Facebook, Twitter, and Instagram, including paid campaigns

### **PENN STATE COMRADIO**

*Sports Director*

University Park, Pennsylvania

Aug 2010 – May 2013

- Oversee sports staff of over 100 active members
- Organize staff meetings and production rosters for game broadcasts
- Operate radio boards and edit audio content for sports talk shows
- Main play-by-play broadcaster for Penn State hockey; also voiced football, baseball, basketball and lacrosse
- Submitted full-length feature articles and game stories for publication on ComRadio web and social media platforms

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## EDUCATION

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### **PENNSYLVANIA STATE UNIVERSITY**

*Bachelor of Arts – Broadcast Journalism*

August 2009 – May 2013

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## SKILLS and EXPERTISE

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**RELATED SKILLS:** Knowledgeable with Microsoft Office programs (Word, PowerPoint, Excel, Publisher) and experienced with Adobe Photoshop, InDesign and Acrobat programs

**WEBSITE:** Vast expertise with SportsEngine and carbonhouse web development platforms

**SOCIAL MEDIA:** Polished on Twitter, Facebook, Instagram, including paid campaigns and related marketing

**BROADCAST AND AUDIO EDITING:** Strong familiarity with Tieline codecs and remote broadcast equipment and MediaTouch programming software; Proficiency with Adobe Audition, Cool Edit, Hindenburg, and Audacity editing software