



AUSTIN WRIGHT

Multimedia Journalist & Creator

Innovative and energetic journalism professional passionate about delivering sports content to all generations of fans in today's complex media environment

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portfolio - austinwrightmedia.com

CAREER HIGHLIGHTS

Tampa Bay Lightning | Radio Assistant & Social Media Creator 2023-2024

Facilitate creative solutions for traditional broadcast media professionals in Lightning Organization

- Tripled social media following and engagement over 2023-2024 Season
- Curated content from digital and broadcast sources to media platforms
- Conceptualized, recorded, and produced audio features to run on terrestrial & digital audio platforms
- Created new opportunities for the club to increase advertising revenue through professional social media posts and upgraded podcast promotions
- Lead outreach into Tampa's community and hockey ecosystem with Lightning media coverage of youth hockey events

Chicago City SC USL Soccer | Broadcast/Multimedia Innovator 2023

Innovated Broadcast and Social Media Content into USL 2 organization

- Tripled social media followers over 2023 Season and increased broadcast viewership by 200% over the season
- Created innovative content for digital campaigns and broadcasts
- Adapted advertising partners into game broadcasts

Broadcast, Print, Podcast, Digital, Social Media - Contractor / Other Experience 2016-Present

Over half a decade of experience in a confluence of sports media content delivery responsibilities highlighted by:

NBC News MMJ – KOMU TV – Columbia, Missouri
Sportswriter and Podcast Host – Nashville Post – Nashville, Tennessee
Production Curator – 102.5 The Game – Nashville, Tennessee

Other assignments providing broad viewership perspective and experience across the professional, collegiate, and high school levels as follows:

CONTENT

- Football
- Basketball, Men & Women
- Baseball
- Softball
- Sports Talk & Analysis
- Soccer, Men & Women
- Hockey, Men & Women
- Volleyball
- Auto-racing
- Podcast Curator, Producer & Host
- Pre and Post Game Coverage
- Advertising Radio Spots

CONTENT PLATFORMS, HARDWARE & SOFTWARE

- Adobe Creative Cloud - Premiere, Audition, and Photoshop, After Effects
- Airtable scheduling
- iNews television production
- WIX website creation and design
- BLOX CMS
- Comrex broadcast hardware engineering
- Social Media – X, Facebook, Tik Tok, Instagram, Snapchat
- YouTube

ORGANIZATIONS AND COVERAGE FOCUS

- Nashville Soccer Club (CW Nashville)
- Nashville Sounds
- University of Missouri
- University of South Florida
- Nashville Ally 400 NASCAR
- Music City Grand Prix – Indy Car
- Tennessee Titans
- Southeastern Conference
- USA Youth Hockey
- Orlando Solar Bears
- High Schools – Father Ryan High School, Friday Night Lights – Multiple Locations
- Radio - KOCU 88.1 FM

EDUCATION University of Missouri - Bachelor of Journalism, 2023 Graduate - Dean's List/Latin Honors