

# KATIE FLORIO

katherineflorio@gmail.com | www.katieflorio.com

## EXPERIENCE

### **Colorado Avalanche AHL Affiliate | Digital Media Manager & Rinkside Reporter**

June 2023-present

- Oversee & manage the production and execution of all digital and social content published on all platforms
- Strategically market the Eagles by serving as the rinkside reporter/host by producing my own on-air content including interviews, live hits, pregame shows, feature stories, etc.
- Manage a team of interns to execute gameday and other duties

### **Chicago Blackhawks AHL Affiliate | Digital Reporter, Social Media & Community Coordinator**

Jan 2022-June 2023

- Strategically marketed and branded team by serving as on-air digital host/reporter by shooting, editing and producing my own engaging on-air content including player interviews, pregame shows, hosting studio shows, etc.
- Responsible for the brainstorming and creation of all social/digital content on platforms
- Assisted in communications duties including cutting game highlights, writing game recaps, feature stories, press releases, etc.
- Responsible for maintaining the team's positive image throughout the community by coordinating player appearances, mascot appearances, fulfilling donation requests, assisting in the community fund, etc.

### **Miami Marlins AA Affiliate | Communications Coordinator & Field Reporter**

Jan 2021-Dec 2021

- Enhanced fan experience by serving as on-air host for all social & digital content
- Conducted live, in-game sideline hits from field level & contributed to color commentary in broadcast booth
- Conducted on-camera interviews with players, coaches & sponsors to promote team brand
- Responsible for all Blue Wahoos media & public relations efforts including player availability, press releases, game notes, etc.

### **Minnesota Twins | Broadcast & Production Intern**

Jan 2020-Oct 2020

- Conducted pregame & postgame interviews with players & coaches
- Wrote & developed segments for radio shows & game broadcasts
- Hosted on-air game recaps heard on all affiliate radio stations
- Cut and edited game highlights

### **FOX Sports | Freelance Sideline Reporter**

June 2019-Aug 2019

- Sideline reporter for CCBL games on FOX College Sports
- Reported on-air, live hits from the field during games

### **Cape Cod Baseball League | Field Reporter**

June 2019-Aug 2019

- Responsible for relevant story lines for each game
- Conducted on-camera interviews, live hits, & hosted postgame show

### **The Clemson Insider | Sports Writer & Reporter**

Dec 2016-Dec 2019

- Wrote weekly articles on all Clemson sports
- Conducted on-camera, live reporting & interviews from games
- Created graphics for all TCI social media platforms

### **ESPNU Campus Connection | Correspondent**

Dec 2016-Dec 2019

- Developed feature stories within Clemson Athletics
- Shot, edited and produced my own stories & packages
- Conducted on-camera interviews with coaches & athletes

### **WYFF News 4 | Intern**

Jan 2019-Dec 2019

- Anchored in-studio sports segments
- Shot & reported on live sports events

### **WCCP 105.5 The Roar | Radio Host**

June 2018-Aug 2018

- Co-hosted a summer radio show on Clemson sports
- Interviewed & told stories of athletes & others within Clemson Athletics

## EDUCATION

### **Clemson University**

December 2019

Bachelor of Arts in Sports Communication, Brand Communications Minor

## SKILLS

On-Air Reporting | Live Shots | Social Media | Writing | Media Relations | Public Relations | Communications | Producing | Shooting | Editing | Reporting | Interviews | Radio | Broadcasting | Microsoft Office; Word; Excel; PowerPoint | Edius | Stratus | MiLB Diamond | MLB Forge | Adobe | iMovie | Branding | Digital Content

## AWARDS and EXTRA-CURRICULARS

- Pensacola Blue Wahoos (Miami Marlins AA) Performer of the Month- November 2021
- Minnesota Twins 2020 Capstone Project winner
- Clemson University Dean's List & National Honor Society awardee
- South Carolina LIFE Scholarship recipient
- MOSAIC Clothing runway model