

Jared Shafran

El Segundo, CA
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- Award-winning on-air sports talent with 600+ games of hockey broadcast experience
- Effective PR executive with experience navigating small, medium and large media markets
- Professional sports content creator and strategist, overseeing storytelling, production and distribution channels



Ontario Reign (AHL)

Manager, Communications & Content

Ontario, CA

July 2021 - Present

- Create hockey related digital content (video, audio, written) for Reign marketing, website, social platforms and email
- Ontario Insider responsibilities as a contributor to LA Kings Insider, maintaining blog with daily Reign coverage
- Broadcast on-air play-by-play and color commentary for the Reign Broadcast Network on AHLTV and internet radio
- Serve as the primary media contact for the team and manage all press operations and league reporting



South Carolina Stingrays (ECHL)

Director, Communications & Broadcasting

North Charleston, SC

Oct. 2016 - July 2021

- Play-by-play voice for games airing on ECHL.TV stream and internet (Washington Capitals 24/7 TuneIn Radio)
- **Winner of the 2019-20 ECHL PR/Broadcaster of the Year award**
- Coordinated and published engaging social media content on Facebook, Twitter, Instagram and Youtube
- Oversaw all aspects of StingraysHockey.com which included the creation and launch of redesigned site (Fall 2018)
- Pitched stories to local and national media to generate coverage of games, promotions and individual athletes



Ferris State University Athletics

Athletics Communications Associate

Big Rapids, MI

Aug. 2015 - Oct. 2016

- Play-by-play voice of the Ferris State University men's hockey team
- Produced video and multimedia content for all 17 teams in the Ferris State athletics department
- Assisted with athletics department-wide media relations and communications efforts
- Implemented social media messaging and strategy for all university athletic teams



Tri-City Storm Hockey (USHL)

Director of Media Relations/Broadcasting

Kearney, NE

Sept. 2012 - Aug. 2015

- Served as the play-by-play voice of the franchise, broadcasting over 200 games during three seasons
- Scheduled interviews, wrote game recaps, features, game notes and news releases
- Managed all digital website content and season-long plan for team social media networks
- Led travel planning by creating itinerary with coaching staff and booking team hotels, meals and transportation



United States Hockey League (USHL)

Chicago, IL

- Midwest Local Emmy Award nomination for on-camera role as host of the 2015 USHL Draft **May 2014 - June 2015**
- Hosted the USHL Draft Show in 2014 and 2015, reaching an audience of over 16,000 live viewers



Northeastern University Athletics

Boston, MA

- Wrote game recaps, releases, game notes and designed media guide
- Maintained athletics website with updated stats, player biographies and news

Jan. 2012 - May 2012

Television Announcer

Jan. 2008 - April 2012

- Broadcasted play-by-play for men's and women's basketball, hockey, and baseball
- On-air talent for men's basketball broadcasts streamed via ESPN3

EDUCATION



B.A Journalism and Communications, Northeastern University

Boston, MA

Proficient in Adobe Creative Suite including Photoshop, Premiere, InDesign, Audition and After Effects

Dec. 2011

FREELANCE HOCKEY BROADCAST OPPORTUNITIES

- NHL color commentator on the LA Kings iHeart Radio Network for games on Jan. 10, 2022 & Apr. 27, 2022
- NHL play-by-play for Washington Capitals vs. Carolina Hurricanes on Caps Radio 24/7 on Sept. 23, 2017
- AHL play-by-play for Charlotte Checkers vs. Hershey Bears on ESPN 730 WZGV and AHLTV on Feb. 10, 2019