

Jared Shafran

El Segundo, CA
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- Award-winning on-air sports talent with 1,000+ games of hockey broadcast experience
- Professional sports content creator and strategist, overseeing storytelling, production and distribution channels
- Effective PR executive with experience navigating small, medium and large media markets



Los Angeles Kings (NHL)

Senior Manager, Broadcasting & Content

El Segundo, CA
Sept. 2025 - Present

- Team broadcaster on radio, providing play-by-play and color commentary analysis for select games heard on ESPN LA
- Host of 'The Insider Show', an multi-platform team production with engaging hockey commentary
- Serve as the primary point of contact for team's television and radio broadcast rightsholders
- Oversee planning & execution for home broadcasts, including camera positions, studio sets, to ensure seamless delivery
- Fill in as LA Kings Insider during select games, including road travel for live coverage with previews, recaps and features
- Program company owned and operated multi-platform FAST channel



Ontario Reign (AHL)

Senior Manager, Communications & Content

Ontario, CA
July 2021 - Sept. 2025

- Provided play-by-play and manage broadcast for all team games on multiple networks (ESPN LA App, KCAL+, AHLTV)
- **2024 AHL Ken McKenzie Award Finalist**, honoring the executive who most successfully promotes his or her own club
- Created hockey related digital marketing content (video, audio, written) for website, social platforms, email and app
- Contributed to the LA Kings Insider platform as the "Reign Insider", maintaining blog with daily team coverage
- Served as the primary media contact for the team, overseeing all press operations and league reporting
- Led creation, launch and implementation of the team's redesigned digital platforms (website and app)



South Carolina Stingrays (ECHL)

Director, Communications & Broadcasting

North Charleston, SC
Oct. 2016 - July 2021

- Play-by-play voice for games airing on FloHockey, Washington Capitals Radio 24/7 and team's audio stream
- **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 all athletics department communications, social media and media relations strategy



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, news releases and managed social media platforms
- Led travel planning by creating itinerary with coaching staff and booking team hotels, meals and transportation



Northeastern University Athletics

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

Athletics Commentator

Boston, MA
Jan. 2012 - May 2012

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 ESPN+

EDUCATION



B.A Journalism and Communications, Northeastern University

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

Boston, MA
Dec. 2011