**Bradley Merlo**

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**Education and Affiliations:**

**Michigan State University**; East Lansing, MI Dec. 2017

* Bachelor of Arts, Journalism
* Concentration, Sports Journalism

**Big Brothers Big Sisters of Metropolitan Detroit;** Coach and mentor April 2022 – Present

**Experience:**

**Bally Sports Detroit**; Southfield, MI March 2021 – Present

Social Media Coordinator

* Assist with Pregame and Post-production of live Detroit Red Wings, Tigers and Pistons broadcasts
* Publish highlights, graphics, and digital media content for Bally Sports Detroit’s social media channels including posting on Facebook, Twitter, Tik Tok, Instagram and YouTube
* Video Content editing, producing, and recording.

**HockeyTV**; Troy, MI Jan. 2021 – Jan. 2022

Play-by-Play

* For the NAPHL, I call play-by-play and shoot in-game coverage for 100+ live games

**Dietz Sports & Entertainment**; Farmington Hills, MI May 2019 – Jan. 2020

Marketing Coordinator

* Excelled in both managerial & sales roles in the promotion of Dietz Sports Marketing throughout a five-state Midwestern territory.
* Client Services, event planning, & execution – direct account coordination with Dietz Sports activation clients: Beaumont Health, Meijer, Fox Sports Detroit, Detroit Pistons, Detroit Tigers

• Utilized cold-calling techniques, solicited universities and athletic departments to recruit volunteers

* Trained both on-site supervision & continual off-site communication during multiple events

**Detroit Tigers;** Detroit, MI Feb. 2019 – April 2019

Night Sales Executive

• Executed 75 cold calls daily to drive revenue for the Detroit Tigers and Olympia Entertainment

• Serviced multiple different accounts that had purchased a ticket plan through me at Comerica Park

**Detroit Sports Media**; Detroit, MI Oct. 2018 – Dec. 2020

Multimedia Producer

• Produced photography and videography of Detroit sports packages, player, and team interviews
• Researched and built working contacts with local coaches and athletes to provide in-depth stories

**WJBK Fox 2 Detroit**; Southfield, MI May 2017 – Sep. 2017

Sports Reporter Intern

* Wrote nightly news scripts for sports anchors and assisted camera crews with set-up and editing
* Conducted live interviews and photographed social media content for Fox 2 social channels

**Big Ten Network Student U**; East Lansing, MI Aug. 2017 ­– Dec. 2017

Sideline Reporter

* Broadcast (play-by-play/color/sideline), operated cameras, and assisted in producing

**Skills:**

* Proficient in production software; Audacity, Edius Pro, Wildmoka, & Final Cut Pro
* Experience with planning, production management and post-production with Premiere and Microsoft Office