

ANTHONY MOSCARET

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EXPERIENCE.



ATHLETIC COMMUNICATIONS CONSULTANT & REGIONAL SCHEDULER THE SCORER'S TABLE AND SID2GO, NOV. 2017-PRESENT

- Handle Regional Scheduling for KY, NC, SC, TN, VA and WV for clients when it comes to staffing college athletic events.
- Process invoices, employee expenses (i.e. mileage), track equipment and software uses.
- Provide strong customer services through meeting deadlines and accomplishing contract goals while building long-lasting partnerships with our clients.
- Oversee project management for clients in the college athletics industry (Division I, II, III, NAIA and JUCO) in a variety of communications, research, design, marketing and administrative duties.
- Spearheaded the Sun Belt Conference's Weekly Publications for Men's and Women's basketball and FBS Football projects.
- Current/Previous projects: **Sun Belt Conference (Division I)**: publication design, photo editing, press release writing, scheduling, website updating/design, graphic/layout design and statistical reporting; **Ivy League (Division I)**: Football record book research; **Eastern Collegiate Athletic Conference (ECAC)**: handled event recap press releases and social media production.



ATHLETIC COMMUNICATIONS CONSULTANT ROBERTS WESLEYAN COLLEGE, SEPT. 2017-PRESENT

- Assist with game-day communications efforts for athletic teams handling all stats for both men's and women's basketball and lacrosse teams, and women's volleyball.
- Implemented graphic design strategies to increase digital and social marketing strategy to enhance the "Roberts Athletics" brand
- Generate statistical reports during live sporting events while enhancing the broadcast experience for viewers.
- Assisted with the program's first-ever live national televised game the NCAA Division II Men's and Women's Basketball Showcase Games on 12/5/2018.
- Coordinate with staff regarding operations for all onsite events.



SPORTS COMMUNICATIONS DIRECTOR AQUINAS BOYS BASKETBALL PROGRAM, NOV. 2013-NOV. 2018

- Led project management efforts in communications, creative services, digital and social media strategies.
- Promoted Siena College star and 2018-19 MAAC Rookie of the Year Jalen Pickett (2017 Aquinas Alum).
- Provided player development through statistics and analytical breakdown.
- Enhanced the digital experience by providing "Live Stats" for all home games.
- Spearheaded all graphic design and video production, while creating digital campaigns. (#StatsSaturday)
- Promoted the program at the national, regional, and local levels through communications efforts.
- Used analytics and KPI to improve social media performance while monitoring key trends.
- In 2015-2016, averaged 6.7K impressions earned per day and 199.5K impressions on Twitter during a 28 day period.
- Spearhead the creation of the organization's first Instagram account during the 2016-17 season and built a following of 100+ followers in less than two months, posts average 10+ engagements (Likes and Comments).
- Educated athletes and staff on social media best practices.



MEDIA COORDINATION AND SOCIAL MEDIA STAFF NCAA DIVISION I MEN'S COLLEGE WORLD SERIES (CWS), 2012, 2013, and 2014

- Started the first-ever "Uniform Watch Campaign" that was used on the NCAA CWS social media accounts.
- Researched, wrote, and edited press releases, publications, and media materials during the tournament.
- Collaborated with NCAA Social Media Department - take photos, posted graphics, while monitoring and tracking engagement throughout the tournament.
- Worked with ESPN, NCAA.com and radio stations to organize media day, produce slow production videos, interviews and photos.
- Maintained @NCAACWS Twitter account throughout each of the CWS games on HootSuite and tracked #CWS hashtag and assisted in producing content for platforms throughout the tournaments.
- Assisted in the setup press box, assist in the credentials office, and provide day-to-day media services.

CONNECT.

[LinkedIn](#)

[Behance Portfolio](#)

EDUCATION.

Northeastern University
M.S. in Sports Leadership

St. John Fisher College
B.S. in Sports Management

Monroe Community College
A.S. in Business

CERTIFICATIONS.

University of Georgia

Creating WordPress Websites - 2020

Marketing Your Business Online - 2020

Graphic Design & Photoshop - 2011

SKILLS.

Project Management . Logistics .

Operations . Problem Solving . Design/

Content Creation . Strategic Thinking/

Planning . Copywriting . Social Media

Strategy Planning . CMS . Consulting .

Content Strategy/Development . Google

Docs .

SOFTWARE / PLATFORMS.

Design Software: Adobe Creative Cloud (InDesign . Photoshop . Illustrator . Lightroom . After Effects . etc ...) . AutoCAD.

Microsoft Office

HTML/WordPress

Stats/Analytics Softwares:

StatCrew . NCAA Live Stats and Google Analytics.

Social Media: Facebook . Twitter .

YouTube . Periscope . SnapChat .

HootSuite . Instagram . Pinterest .

OTHER EXPERIENCE.

Burrows Bros, Inc.

SUMMER 2019

- Underground Fiber Optic Crew

Atlanta Hawks and Thrashers

JUNE 2007-AUGUST 2008

- Account Executive
- Handled Business Development and Client Relationships.
- Generated \$100,000+ in less than eight months.

VOLUNTEER WORK.

Danielle Downey Golf Tournament
2018, 2019

2010 NCAA Division I Men's
Basketball Regional in Syracuse, N.Y.

CoSIDA Academic All-American
Committee: 2010-2012



SPORTS INFORMATION ASSOCIATE
ST. JOHN FISHER COLLEGE, MARCH 2016-JANUARY 2017

- Increased social media output with different campaigns such as #UniWatch each week to highlight the football uniforms and tracked the analytic data
 - Maintained department website using Content Management System (CSM) and HTML coding.
 - Designed social media campaigns based on a ten-week season that produced over 2,000 impressions, averaged 17.2 likes, and 8.9 retweets per post.
 - Led the creation of content for social media during the offseason to highlight the athletic department, such as a behind the scenes look and early fall practices
 - Led production for offseason's social media campaign goal was to keep a strong presence of different things going on while tracked all engagements.
 - Oversaw all communications and marketing aspects in the promotion of the second MLB Draft Selection in school history.
 - Generated social media analytics to help improve performance and overseeing statistics for all sports.
 - Handled all day-to-day communications, digital media, marketing, graphic design, and sponsorship activation for assigned projects and teams.
 - Handled/assisted in all video production areas (i.e., live streaming, editing, creating highlights, etc.).
 - Assisted with marketing, social media and communications prep for the 2016 NCAA Division III Men's Golf Championships.
 - Drafted/researched information for press releases, marketing materials, presentations, award nominations, and scripts.
 - Designed marketing materials for the department, teams, school, and student-athletes to increase the department's brands.
 - Oversaw all graphic design and rebranding for teams and department publications to increase ROI for sponsors.
 - Assisted in organizing the department's End of the Year Banquet and Hall of Fame Induction Banquet while also handling football season ticket sales and renewals, any administrative duties (scheduling, etc.).
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DIRECTOR OF COMMUNICATIONS AND MARKETING OPERATIONS
GENEVA RED WINGS AND GENEVA TWINS, JUNE 2011-JUNE 2015

- Oversaw all communications, digital/social media strategy, team operations, organization administrative duties, budgeting and project management
 - Led all baseball operations duties from travel to practice schedules, and assisting rescheduling of games while overseeing staff.
 - Generated \$66,500 alone out of \$168,000 department goal in player revenue in three years. (2014 focused more on marketing and social media).
 - Used analytics such as Google Analytics to improve performance and tracked followers' engagement.
 - Led all organizational branding through social media, and graphic design and led the NYCBL teams in social media production for four years.
 - Created & maintained the first-ever Instagram accounts for both teams in the whole NYCBL.
 - Geneva Twins account grew 637.84%, and Geneva Red Wings account grew 174.6% in less than two years for both Facebook accounts
 - Managed marketing operations for both teams from merchandising, scheduling, travel, attendance increase, fundraising, and sales.
 - Enhanced teams with local government and media through different community projects.
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SPORTS INFORMATION DIRECTOR
UNIVERSITY ATHLETIC ASSOCIATION, AUGUST 2008-APRIL 2012

- Oversaw all projects in communications, administrative duties, community relations strategies, and design duties.
- Led logistics and communications for all conference championships events (10 conference championships).
- Example: Nominated athletes for Jostens Trophy (Player of the Year for Men's & Women's Basketball). 2010 Finalist
- Pitched feature stories on teams, student-athletes, the fan experience, to promote the conference, and intercollegiate athletics.
- Example: Pitched feature story on Kim Ng former NCAA student-athlete (University of Chicago) and MLB Sr. Vice President, currently at that time.
- First-ever UAA Sports Information Director to enhance the website with more interactive features.
- Managed statistics weekly, monthly and yearly reports, recordkeeping, press/news release, notes, and publication designs.
- Organized press conferences and staffing for vents while cultivating relationships with executives and media outlets (i.e., Conference baseball tournament Maintained conference website through Dreamweaver, Presto Sports, and CMS.
- Coordinated with onsite staff for conference championships.