



SAM BRIEF

SportsYou, Remote — Content Strategist January 2025 - present

- Manage and execute launch of the “sportsYou Network,” an in-house media platform pushing content to sportsYou’s user base of over 6.5 million
- Create a sportsYou blog and newsletter covering a variety of topics relevant to high school and youth sports
- Capture on-site video content, including interviews, around the country at relevant schools, conferences and conventions
- Work with sponsors to integrate brands into sportsYou Network shows and segments

NBC Olympics, Stamford, Connecticut — Digital Editorial Producer 2024

- On Emmy Award-winning team, wrote, edited and published Olympic-related content on NBCOlympics.com, the NBC Sports app, and social channels, including news, event previews and recaps, feature stories and more.
- Managed content for multiple Olympic sports, including track and field, breaking, rowing, triathlon and more
- Researched, pitched and produced feature stories on Olympic hopefuls and current Olympians in buildup to Paris Games
- Monitored live events in real-time, noted newsworthy moments and provided guidance for editors on highlights to cut
- Wrote headlines and carry out proper content tagging for both written and video content
- Crafted titles and other metadata for live streams on multiple digital and social platforms

Chicago Dogs Baseball, Rosemont, Illinois — Broadcaster, Public and Media Relations Director, Social Media Manager 2019 - 2023

- Served as “Voice of the Dogs” as play-by-play broadcaster for five seasons, broadcasting nearly 500 Dogs home and road games on TV, radio and online streaming
- Produced all broadcasts, creating video content, graphics, special segments, booking celebrity guests and coordinating with league partners
- Launched and managed Dogs’ portfolio of social media accounts (Twitter, Facebook, Instagram, TikTok, LinkedIn) and grew following from nothing to 60,000 across all platforms
- Co-managed team’s marketing strategy to introduce the new franchise (est. 2018) to crowded Chicago sports market
- Spearheaded public relations and media relations, including press releases, daily game notes and game recaps

Australian Baseball League, Brisbane, QLD, Australia — Broadcaster, Content Producer 2022 - 2023

- Served as “Voice of the Bandits” as play-by-play broadcaster for Australian Baseball League’s Brisbane franchise, broadcasting all home games internationally through streaming and local TV
- Produced content for Australian Baseball League, including weekly video series, interviews and game recaps
- Managed social media accounts for Australian Baseball League, live-clipping games and publishing press releases
- Brokered, managed and rolled out international partnership agreement between Australian Baseball League and American Association of Professional Baseball, linking two hemispheres of professional baseball

Chicago State University, Chicago, Illinois — Director of Creative and Broadcasting 2020 - 2022

- Directed all creative content for NCAA Division I athletics department with 13 varsity programs
- Managed social media accounts for all varsity programs (50+ accounts), exponentially growing following and engagement
- Launched brand-new department programming, such as “Chi State Pod” podcast and YouTube page
- Conducted broadcasts of Chicago State basketball, soccer and volleyball on ESPN+, FloSports and WAC Digital Network
- Coordinated with NCAA, ESPN, and WAC on production, scheduling and logistics for broadcasts and events
- Served as statistician for select CSU athletics events
- Executed press releases for department and team announcements; wrote game recaps and feature stories for website
- Used Spanish proficiency to conduct interviews with Peruvian, Mexican and Dominican students for Hispanic Heritage Month

OTHER WORK

Chicago Tribune Media

- Write features, game stories and profiles on Chicagoland collegiate and high school sports. Began working as a freelancer at age 15 and have continued for over a decade since (writing samples at sambrief.com/writing)

Sports Illustrated

- Based in SI's New York City office, wrote for the magazine's print edition and for SI.com. Also fact-checked, researched and edited magazine pieces for accuracy (writing samples at si.com/author/sam-brief)

Windy City Bulls, NBA G League

- Broadcasts home games on both radio and TV for three seasons, airing on NBC Sports Chicago and ESPN+

FIBA (International Basketball Federation)

- Launched "Latinos in NCAA" feature story series, write previews and recaps for website, broadcast international tournaments

Chicago Bulls

- Served as a communications assistant, collecting postgame quotes from Bulls and opposing players for the NBA

Stadium

- Co-host and anchor "Red Corner/Blue Corner," a weekly Big Ten talk show with Jake Butt and Joshua Perry

MLB Network

- Production Assistant during 2016 World Series at Wrigley Field, assisting with all aspects of MLB Network's production

ABC 7

- Production Assistant for all ABC Chicago Cubs games from 2014-18, setting up postgame interviews with Cubs players, coordinating sponsorship elements and more

PODCASTS

The Mental Game

- Started The Mental Game podcast in 2020 to shine a light on mental health in sports, tell honest stories, and gain insight into sports psychology from coaches and psychologists. Host, produce and edit all episodes, earning audience of 10,000+
- Published 60+ episodes to date featuring guests like Olympian Jason Brown and sports psychologist Dr. Wendy Borlabi

Eis on Golf Podcast — Producer 2023 - present

- Lead production on weekly golf podcast hosted by PGA TOUR broadcaster Jeff Eisenband, using Riverside for production
- Edit multiple dynamic captioned video clips including motion graphics, photos, b-roll and more for social media posting
- Publish social videos to Eis on Golf social media channels, including X, Instagram, YouTube Shorts and TikTok
- Work closely with host and social team to strategize upcoming guests, scheduling, big-picture strategy and more

To The Points with Jerry Azumah

- Co-host and produce twice-weekly podcast with former Chicago Bears defensive back Jerry Azumah covering the NFL
- Facilitate interviews with guests, such as Charles "Peanut" Tillman, Lance Briggs and more

EDUCATION

Northwestern University, Medill School — *Bachelor of Science in Journalism | Minor in Spanish*

2015 - 2019, Evanston, Illinois | Cum Laude

SKILLS

Language: Proficient in Spanish (Northwestern Spanish Immersion Program, Barcelona, Spain)

Proficiencies: Adobe Premiere, Audition, Photoshop, Illustrator, InDesign, After Effects, Lightroom, Final Cut Pro, remote broadcast setup, WordPress, SIDEARM Sports, web design

Interests: Sports psychology, mental health advocacy, creative writing, U.S. Presidential history, long-distance running