

Joe Vasile

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Work Experience

Secondary Lead: A Baseball History Podcast, Mar. 2020 - Present

Producer and Host

- Researched, wrote, recorded and edited 10 episodes for Season One: The Rise and Fall of Ken Caminiti.
- Achieved a Top 10 ranking in Apple Podcasts charts in six countries including No. 1 ranking in two countries. Listenership spans 14 countries and 45 states.
- Developed and executed a digital multimedia marketing plan with a \$1,000 budget.
- Generated coverage in major national and regional press, including online and terrestrial radio.

Scranton/Wilkes-Barre RailRiders, Mar. 2018 - Present

Media Relations and Broadcasting Manager

- No. 2 play-by-play broadcaster on the RailRiders Baseball Network -- promoted to position in December 2019.
- Produced and distributed daily game notes packet and handled media requests from local, regional and national media.
- Provided in-game social media updates on Twitter and Instagram.
- Wrote feature articles for each edition of the *Guide Rail* game program, which was produced each homestand.

Joe Vasile Media, Sept. 2016 - Present

Play-By-Play Broadcaster

- Independent contractor business handling freelance broadcasting and content creation assignments.
- Maintain a schedule of three to five play-by-play broadcasts per week during the calendar year.
- Developed new clients and invoiced over \$100,000 in business. Business has grown an average of 23% per year since 2016.
- Business includes broadcasting, full-service video production, event hosting, copywriting, and voice over narration.

Bucknell University, Sept. 2016 - Present

Play-By-Play Broadcaster

- Television play-by-play voice of Bucknell men's and women's basketball and football on ESPN+ (2020 - present).
- Radio play-by-play voice of Bucknell women's basketball for Learfield IMG College (2019 - present).
- Host of *Ballin' with the Bison*, a weekly podcast covering Bucknell women's basketball (2019 - present).
- Play-by-play broadcaster for Patriot League on ESPN productions of men's and women's soccer, field hockey, volleyball and water polo.

Long Island Ducks, Feb. 2017 - Oct. 2017

Media Relations and Broadcasting Assistant

- Play-by-play broadcaster for select home and road games throughout the 2017 season.
- Produced daily video and graphic content for team social media channels, including Facebook, Twitter and Instagram.
- Assisted in producing the 2017 Ducks Media Guide and Ducks Yearbook, and the daily production of press releases, stat packs, game notes and team rosters.
- Maintained the team's photo archive, including tagging and labeling all photographs from games and outside events.

Salem Red Sox, Jan. 2016 - Sept. 2016

Broadcasting and Media Relations Assistant

- Play-by-play broadcaster for the middle three innings of all home games and over 35 road games during the season. Hosted the daily pregame show.
- Produced and distributed daily stat packs, game notes, and team rosters; and contributed to press releases and social media posting.
- Updated the *Salem Sox Talk* blog, a top-100 MLB.com team-affiliated blog and produced the team's weekly e-newsletter.

Fayetteville SwampDogs, Nov. 2013 - Feb. 2016

Assistant General Manager/Radio Broadcaster

- Promoted from Broadcasting and Media Relations Intern to Assistant General Manager and Director of Broadcasting and Media Relations in Feb. 2015.
- Developed and maintained over \$56,000 in new corporate partnerships and group outings.
- Managed a marketing budget of \$25,000, developing new marketing strategies, campaigns and managing buys. Oversaw a 50% across the board growth in followers and engagement on all social media platforms.
- Implemented ticket and group sales strategies which helped grow attendance by 2% from 2014 to 2015 after two straight seasons of declining attendance. Overall Coastal Plain League attendance fell by 3.3% in that year, and league-wide attendance dropped by 8.4% among teams not opening a new stadium.
- Play-by-play broadcaster for all nine innings of all home games and color commentary on road games.
- Served as the primary media contact for team, producing all game notes, stat packs, rosters, lineup cards and other gameday paperwork.
- Coordinated online jersey auctions, bowling tournament, and other charitable functions at the ballpark, helping raise over \$10,000 for local charities.
- Supervised the team's intern staff; assisted with ballpark operations and groundskeeping; helped streamline food and beverage efficiency; set up tracking systems to easily analyze year-over-year sales in tickets, food and beverage and merchandise; and assisted with the redesign of the team website.

Skills and Proficiencies

Adobe Creative Suite, AP Style, Audacity, Camera Operation, Cold Calling, Content Creation, Comrex, Daktronics, Documentary Research and Production, Feature Writing, Interviewing, Marketing, MiLB Forge, Non-Linear Video Editing, Podcasting, Sales, Social Media, Sports Writing, TriCaster, Wide Orbit and Wordpress.

Education

The College of New Jersey, Aug. 2010 - Dec. 2013

- Bachelor of Arts - Communication Studies - Radio/TV/Film
- Member of *Lambda Pi Eta* Communication Honor Society, *Alpha Xi* chapter.
- Graduated *cum laude*.