

# Joe Vasile

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## Work Experience

### Hudson Valley Renegades Baseball, Dec. 2021 - Present

### Director of Media Relations and Broadcasting

- Lead broadcaster on the Renegades Baseball Network for all home and road games for the Yankees High-A affiliate.
- Built team media relations department from the ground up, creating team history and spearheading a complete overhaul of team communications.
- Created first-ever team Media Guide and published five editions of the Renegades Digital Program in 2022.
- Received hundreds of media mentions in digital and print publications, and saw 10x increase in television coverage.

### 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 seven countries including No. 1 ranking in two countries. Listenership spans 22 countries and 47 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 - Dec. 2021

### Media Relations Manager and Broadcaster

- 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 - Nov. 2022

### Play-By-Play Broadcaster

- Television play-by-play voice of Bucknell men's and women's basketball on ESPN+ (2020 - 2022).
- Radio play-by-play voice of Bucknell women's basketball and home football games for Learfield (2019 - 2022).
- Host of *Ballin' with the Bison*, a weekly podcast covering Bucknell women's basketball (2019 - 2022).
- 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.

### 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*.