

Marco LaNave

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SUMMARY

Nine seasons in baseball. Sports broadcasting and media work including basketball, football and soccer. Experience at major league, minor league and college levels, a broad media and academic background, and a commitment to community service and involvement.

BASEBALL EXPERIENCE

Jacksonville Jumbo Shrimp, Double-A Southern League Baseball Club **Jacksonville, Fla.**

Media and Public Relations, Play-by-Play Broadcasting, Sales **December 2015 – Present**

- Assist in developing and executing media and social media strategies, including November 2016 identity change
- Create content for press releases; manage photographers, media inquiries and credentials; monitor media coverage
- Broadcast three innings of radio play-by-play, in-game and postgame interviews and postgame show for each home game
- Help train radio broadcast producers and fill in as game broadcast producer
- Set personal revenue records each year as account executive, primarily in ticket and group sales, and some trade partnerships
- Contributed to team's ballpark-record 23-percent attendance increase to win 2017 Southern League Organization of the Year

Quad Cities River Bandits, Class-A Midwest League Baseball Club **Davenport, Iowa**

Media Relations, Play-by-Play Broadcasting, Sales **January 2012 – November 2015**

- Ascended from intern to full-time head of media relations and broadcasting within six weeks of beginning work
- Broadcasted play-by-play and produced audio for more than 500 games in four seasons, including all road games for three
- Increased team's broadcast schedule from 70 home games online to all 140 regular season games on radio
- Managed team website, email newsletter, press releases, roster, statistics, game notes, recaps, media guide and program
- Coordinated media credentials, press conferences, press box, and media requests; helped manage team social media
- Supervised and planned schedule for media relations assistant, team photographers and official scorer
- Surpassed each annual individual sales goal, selling season ticket, group outing and sponsorship packages

Minnesota Twins, Major League Baseball Club **Minneapolis, Minn.**

Radio Broadcast Production Assistant **February 2011 – October 2011**

- Contributed to several aspects of radio broadcasts as part of a full-time, one-season internship
- Reported and produced feature stories and Major League player interviews for pregame and postgame content
- Monitored Major League Baseball teams, scores and stories to maintain broadcast relevance

St. Cloud River Bats, Northwoods League Baseball Club **St. Cloud, Minn.**

Media Intern **May 2008 – August 2008, May 2009 – August 2009**

- Served as radio color commentator, part-time play-by-play and occasional studio producer for 34 home games
- Assisted in other duties, including website features, game recaps, and ballpark sound operation

FREELANCE PLAY-BY-PLAY BROADCASTING

Video: ESPN3, Jacksonville University: Women's Soccer, three matches; Baseball, four games **September 2016 – present**

Video: ESPN3, University of North Florida: Men's & Women's Basketball, two games **November 2016 – February 2017**

Audio: Leatherneck Sports Network, Western Illinois University: Men's Basketball, one game **November 21, 2015**

Video: NFHSNetwork.com: Football, two games **November 2015**

Audio: Townsquare Media Quad Cities: Football & Basketball, weekly/semi-weekly games **September 2014 – March 2015**

EDUCATION

University of Minnesota, Bachelor of Arts in Chemistry **May 2011**

- Graduated magna cum laude (3.815 GPA) with coursework in journalism, writing, physics and mathematics
- Reported for student newspaper and radio station, and completed a summer writing internship in Princeton, N.J.