



# DANIELLE WHALEY

AWARD-WINNING DIGITAL & CREATIVE CONTENT CREATOR | ATHLETIC COMMUNICATIONS

## Contact

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## Education

- University of Tennessee** *Knoxville, Tenn.*  
Bachelor of Science, Communications 2017  
Major Journalism and Electronic Media  
Minor Cinema Studies
- Pigeon Forge HS** *Pigeon Forge, Tenn.*  
Valedictorian 2013

## Achievements

- 15-time College Sports Communicators Creative and Digital Design Contest award-winner
  - Designer Portfolio of the Year (1st: 2023)
  - Video Feature (1st: 2020; 8th: 2018)
  - Motion Graphics/GIFs (5th: 2021; 5th: 2020; 3rd: 2019)
  - Men's Soccer Media Guide (1st: 2021; 2nd: 2020)
  - Men's Soccer Media Guide Cover (1st: 2022, 2021)
  - Fall Game Notes (1st: 2021)
  - Infographic, Program/Game (3rd: 2020)
  - Infographic, Fall Athlete Feature (3rd: 2022)
  - College Poster (3rd: 2021)
  - Fall Video Recap (3rd: 2022)
- Summa Cum Laude (3.83 GPA) from UT
- Part of ESPNU College Connection (Feb. 2017)

## Softwares

Design/Editing	Photoshop InDesign After Effects	Illustrator Spark AR Quark
Video	Premiere Vegas Pro	Tricaster 3play
Audio	Audition	Audacity
Office	Word	Excel
Websites	Sidearm TweetDeck Anchor WordPress	PrestoSports Later Netitor Medium

## Skills

- Content Creation
- Social Media Management
- Photography
- Videography
- Still and Motion Graphics
- GIFs and Stickers
- Feature Writing
- Game Preview and Reactions Writing
- Interviewing and Reporting
- Video Production
- Live Production Directing
- Replay Technician
- In-Game Hosting
- Statcrew

## Connect

- linkedin.com/in/daniellewhaley/
- @dani\_marie\_15
- @dani\_marie\_15
- facebook.com/danielle.m.whaley

## Experience

- Villanova University** *Villanova, Pa.*  
**Director of Media Relations** *January 2023-Present*
  - Sports Information Director for women's soccer and rowing; media/social contact for UNITAS, Villanova Athletics diversity, equity, and inclusion framework, and contribute as necessary to campus-wide efforts in this area
  - Secondary men's and women's basketball contact
  - Oversees baseball coverage that is driven by a media relations intern
  - Served as Host Media Relations Coordinator for 2023 NCAA Women's Tournament First and Second Round basketball games at Villanova
  - Responsible for website maintenance, including basic daily updates and content generation
  - Produces various designs for social media and internal use
  - Assists with organization and archiving of media relations photo database
- Athletic Communications & Digital Media Coordinator** *November 2021-January 2023*
  - Sports Information Director for swimming & diving, rowing and water polo and media/social contact for UNITAS; Baseball SID for most of 2022 season
  - Drove the complete overhaul and redesign efforts of the UNITAS portion of the Villanova website
  - Created a campaign page to highlight the career accomplishments of women's basketball star forward Maddy Siegrist to circulate for social media and awards purposes
  - Assisted with managing the overall digital media strategy for individual sport social media accounts
  - Created and update record books and game notes for select sports

- Carson-Newman University** *Jefferson City, Tenn.*  
**Associate Director of Athletic Communications** *August 2017-October 2021*
  - Sports Information Director for men's soccer and men's and women's golf programs for four years, men's and women's tennis and beach volleyball programs for two seasons
  - Secondary contact for baseball, men's and women's basketball
  - Elevated C-N Athletics social media presence by managing and producing content for Twitter, Instagram, Facebook and GIPHY accounts such as creative video content with players and coaches, GIFs, digital stickers, AR filters, and wallpapers
  - Wrote, filmed, hosted and produced Mossy Creek Minute, a weekly overview of the latest news, notes, recaps and previews for C-N Athletics on the Twitter and Instagram accounts
  - Created overall branding and design for Mossy Creek Minute and the Mossy Creek Conversations podcast, including logos, video overlays, lower thirds and social media templates
  - Designed and generated still and motion graphics for social media and LED tables
  - Conceptualized and produced social media graphics, team camp flyers and video transitions
  - Photographed various sporting events for website, graphic and media guide usage
  - Filmed and produced videos for the Eagle Sports Network on social media and YouTube
  - Conducted on-camera and radio interviews with coaches and players
  - Compiled game notes and media guide through Adobe InDesign
  - Wrote game recaps, previews and features for cneagles.com
  - Contributed to Eagle Sports Network productions by overseeing student workers, directing, replay coordination and highlight archival, hosting select episodes of Mossy Creek Conversations podcast, courtside halftime basketball scoreboard updates, color commentary and play-by-play

- Tennessee Smokies** *Kodak, Tenn.*  
**Rally Crew/On-Field Host** *June 2017-September 2017*
  - Hosted games and activities on camera throughout stadium and on-field between innings
  - Assisted Promotions Manager and other staff with any additional tasks before, during and after games
- Promotions Assistant** *June 2015-August 2016*
  - Developed graphics and videos to put on the videoboard, including headshots, upcoming promotional graphics, promotional videos, and graphics for the Game Day Show
  - Hosted the live and prerecorded Game Day Show on field that was broadcasted on the videoboard
  - Featured in voiceovers and standups for the Tennessee Smokies weekly Bear Trax television show
  - Production experience including interviews with players, photography, live camera-work, keeping up with game statistics, running the videoboard, and setting up in-game graphics for the videoboard
  - Managed the Rally Crew with inning-by-inning schedules of on-field promotions
  - Gained heavy experience with Daktronics

- University of Tennessee Athletics Media Relations** *Knoxville, Tenn.*  
**Student Intern** *January 2017-May 2017*
  - Produced recaps, student-athlete and support staff features along with other pieces for UTsports.com and UT Athletics
  - Transcribed and recorded weekly press conferences and athlete interviews
  - Monitored media availability for football spring practices
  - Utilized Microsoft Word and Netitor

- The Mountain Press** *Sevierville, Tenn.*  
**Freelance Writer** *July 2017-August 2017*
  - Wrote articles for sports and general news
  - Took photos to accompany articles
  - Worked heavily with Microsoft Word
- Sports Correspondent** *August 2012-May 2013*
  - Wrote articles about Pigeon Forge High School football
  - Covered college signing events with Pigeon Forge High School athletes
  - Took photos to accompany articles in the Sports section

- The Tennessee Journalist** *Knoxville, Tenn.*  
**Sports Contributor** *September 2013-January 2017*
  - Hosted and produced a weekly sports podcast, "The Triple Play," that covered college and professional athletics
  - Contributed game recaps and articles for sports department as a staff writer
  - Used Audacity, Microsoft Word and WordPress