James Thomas McDaniels

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Sonoma Raceway – Sonoma, CA
Racing Operations – Turn Marshal   August 2020-present
- Communicate with drivers and riders via flags during test, group, drift, and race sessions
- Report details of incidents, track conditions, and vehicles of interest to Race Control

Pac-12 Network, ESPN, FOX Sports, FloSports – United States
Freelance Parab Operator, Timeout Coordinator, Spotter, Utility, Production Assistant   March 2015-present
- Capture stadium sound during football games for broadcasts
- Liaise with referees regarding television coverage
- Inform producer of game statistics, player substitutions, and side switches
- Provide graphics and technical operations support to crew

Angel Of The Winds Casino Resort – Arlington, WA
Copywriter   December 2018-May 2020
- Write, edit, and manage internal and external copy projects for website pages, promotions, social media accounts, kiosks, SMS messages, email marketing campaigns, bios, postcards, entertainment shows, newsletters, menus, press releases, editorials, sales materials, communication memos, signage, event calendars, and radio/TV/PA scripts
- Collaborate with graphic designers to schedule, select, and distribute content for print advertising
- Play critical role in marketing efforts for $60 million property expansion project

Talladega Superspeedway – Lincoln, AL
Public Relations Trainee   August 2018-November 2018
- Author track press releases and features for fan souvenir program
- Write materials for media advertisements/announcements and attend a marketing event
- Coordinate/execute a driver appearance and fulfill donation requests
- Update media guide and reporter contact list, plus maintain media center before/during/after race weekend

PGA Tour – Ponte Vedra Beach, FL
Camera Assistant   January 2018-February 2018
- Assist PGA TOUR LIVE cameramen with equipment and cart operations

National Basketball Association – Secaucus, NJ
Content – Assignment Desk Intern   June 2017-August 2017
- Document PR approvals and create content calendar
- Locate potential production assistants in NBA markets and research draft picks
- Prepare questions, interview players, and log footage at shoots, including 2017 NBA Draft and Rookie Photo Shoot

FOX Sports Soccer – Los Angeles, CA
Show Unit Intern   January 2017-April 2017
- Log, create shot sheets, and package show rollouts of Bundesliga soccer matches
- Input broadcast data into Smartsheet and music cue sheets

NBC Sports-2016 Rio Olympics – Stamford, CT
Digital Sponsorship Integration Specialist   July 2016-August 2016
- Integrate major sponsorship campaigns at own discretion into some of the most highly trafficked digital streams, including primetime, during the 2016 Rio Olympics
- Engage daily with video operations team, which increased digital viewership experience
- Contribute significantly to largest revenue generator for NBC Sports Digital Olympics
- Team member of the most live-streamed digital event in history

USC Annenberg TV News – Los Angeles, CA
Multimedia Journalist, Floor Manager   February 2015-December 2016
- Anchor weather forecasts and floor manage for live news broadcasts
- Produce, shoot, write, and edit news story packages and online articles

USC Trojan Vision Television Network – Los Angeles, CA
Assistant Producer, Television Crew Member   Fall 2014, Fall 2015, Fall 2017
- Research articles, gather graphics, and write scripts for show hosts
- Operate cameras, audio equipment, teleprompter, graphics computer, and master control during live broadcasts

Additional Skills, Activities, and Honors:
- **Writing:** Media pitches, documentaries, columns, newspaper articles, AP style
- **Software:** Microsoft Office Suite, Adobe Creative Suite, Google Suite, WordPress, CMS, HTML, Wrike, iNews
- **Extracurriculars:** Special Olympics athlete, therapeutic horseback riding volunteer, blood donor
- **Honors:** Eagle Scout, DeMolay Chevalier, Chick Hearn Scholar, Elks National Scholar, Phi Kappa Phi Member

Education:
University of Southern California   Magna Cum Laude; May 2018
Annenberg School for Communication and Journalism
Bachelor of Arts in Broadcast and Digital Journalism; Minor in Sports Media Studies