



# DAVID KOIER

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## EDUCATION:

### WESTERN ILLINOIS UNIVERISTY

BACHELOR OF ARTS, DECEMBER 2020

MAJOR: SPORTS BROADCASTING

MINOR: MARKETING

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SEVEN TIME MEMBER OF THE DEAN'S LIST

### WESTERN ILLINOIS UNIVERISTY

MASTER OF SCIENCE, DECEMBER 2021

GRADUATE PROGRAM: SPORT MANAGEMENT

## ACHIEVEMENTS AND HONORS

- HOSTED THE EPISODE OF LEATHERNECK INSIDER THAT WON THE ILLINOIS NEWS BROADCASTERS ASSOCIATION AWARD FOR OUTSTANDING SPORTS TELEVISION PROGRAM, 2021
- FINALIST FOR THE INTERCOLLEGIATE BROADCASTING SYSTEM MEDIA AWARD FOR BEST WOMEN'S BASKETBALL PLAY-BY-PLAY, 2021
- WESTERN ILLINOIS UNIVERSITY DEPARTMENT OF BROADCASTING AND JOURNALISM "BEST SPORTS PRODUCTION" AWARD, 2019
- LAKESHORE CHINOOKS WEBCAST AND MEDIA PRODUCTION INTERN OF THE YEAR, 2018
- NORTHWOODS LEAGUE SOUTH DIVISION WEBCAST OF THE YEAR, 2018

## SKILLS:

- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- MICROSOFT WORD
- MICROSOFT EXCEL
- MICROSOFT POWERPOINT
- WIRECAST
- FINAL CUT PRO X
- FACEBOOK
- INSTAGRAM
- TWITTER
- SNAPCHAT
- AP WRITING STYLE
- DIRECTING, PRODUCING, AND CAMERA-WORK ON AN ESPN BROADCAST AND/OR WEBCAST
- MIXLR

## CURRENT EXPIERIENCE

### Lakeshore Chinooks Baseball Club

*Director of Media and Ticket Sales*

*Northwoods League*

January 2022 - Present

- Serve as the number two Play-by-Play voice on home broadcasts on the Northwoods League Baseball Network and ESPN+
- Coordinate and execute strategies to sell and retain season ticket memberships and group outings
- Manage all members of ticket sales staff including account executives and interns
- Brainstorm and produce media content including but not limited to: three 24-page field guides, daily field notes, graphics for the video board and social media, commercials and graphics for sponsors
- Prospect and cold call schools, non-profits, businesses and potential season ticket holders and sell them on participating our reading and fundraising programs, hosting a group outing in one of our many hospitality areas, sponsoring the Chinooks or buying a season ticket package
- Host and produce the Chinooks pregame show before every home game
- Oversee the Media and Video Production department and the 10 M/VP interns as they produce a four-camera operated Webcast of every Chinooks home game that were streamed on the Northwoods League Baseball Network and ESPN+

### Wisconsin Lutheran College/Lakeland University

Milwaukee School of Engineering/Edgewood College

August 2022 - Present

*Freelance Play-by-Play Broadcaster*

- Broadcast all Lakeland University Football home games
- First Alternate play-by-play broadcaster for WLC men's and women's soccer
- Broadcast all Milwaukee School of Engineering men's ice hockey home games
- Fill in as an alternate play-by-play for select Edgewood College volleyball matches

## PREVIOUS EXPIERIENCE

### University of Wisconsin-Parkside

*Freelance Broadcaster- Soccer, Volleyball, Basketball*

August 2022 - February 2023

*FloSports*

### Wichita Falls Warriors - Wichita Falls, TX

*Director of Broadcasting and Social Media*

October 2021 - January 2022

*North American Hockey League*

- Broadcasted all home and away games for the Warriors on HockeyTV
- Ran all social media platforms (Facebook, Twitter, Instagram) for the Warriors team during the week and on game days
- Coordinated and created graphics, videos and other content for Warriors social media, marketing, public relations and in-game use
- Wrote and posted stories pertaining to team happenings including college commitments and upcoming theme nights
- Handled all aspects of broadcasting and social media while simultaneously finishing the Sport Management Master's program at Western Illinois University

### Western Illinois University - Macomb, IL

*Athletic Communications Intern*

September 2020 - October 2021

*Western Illinois Athletics*

- Served as the primary media contact for the WIU Tennis team. Served as the secondary media contact for WIU football, baseball, softball, and men's and women's basketball, golf and track and field.
- Wrote previews and recaps of WIU Athletic events that were posted on GoLeathernecks.com
- Miscellaneous assigned tasks assigned by other SIDs to help assist them with thier projects
- Served as the Public Address announcer for Western Illinois men's & women's basketball, soccer, softball, baseball, and volleyball
- Helped create video content for WIU Athletics social media platforms including the 2021 women's basketball schedule release

### Sioux Falls Sunfish- Sioux Falls, SD

*Radio Broadcaster*

May 2021 - August 2021

- Provided radio play-by-play for home and road games on the Sioux Falls Sunfish Radio Network
- Conducted pre- and postgame interviews with the Sunfish coaching staff and posted them on social media
- Contributed to the operation of the team's presence on social media
- Cut audio and video clips into highlight reels for game recaps on Sunfish social media
- Developed and launched a weekly podcast with the head coach of the Sunfish, keeping the fans updated and entertained with game recaps, previews and interviews with members of the Sunfish roster and front office

### Western Illinois University - Macomb, IL

*Sports Writer*

February 2017 - December 2020

*The Western Courier*

### Western Illinois University - Macomb, IL

*Broadcaster*

August 2016 - December 2020

*ESPN3, ESPN+ // WIUS-FM*

- Broadcasted Western Illinois University softball and women's volleyball (Play-by-Play / Color Commentator) and football (Sideline Reporter) on ESPN3 and ESPN+
- Broadcasted Western Illinois University baseball and women's basketball on WIUS-FM
- Hosted pre-game/halftime shows for Western Illinois University football
- Co-hosted "The DDT Show", a sports talk show, twice a week on WIUS-FM

AS SEEN ON:

