

DREW BLEVINS

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drewblevinsbroadcasting.com

Experience

Fayetteville Marksmen

(May 2021-present)







Director of Communication & Community Outreach

-  Served as the play-by-play voice for every Marksmen game on HockeyTV and an audio-only YouTube stream
-  Designed social media brand guidelines; managed and grew team social media accounts by 800 views per post in one year.
-  Produced and managed content for team website including game recaps, infographics, and web page design
-  Conceptualized and created all team video and motion graphics for the in-arena jumbotron and LED ribbon boards
-  Acted as the liaison between the front office and hockey operations staff for appearances and media activities
-  Coordinated outside media coverage with local newspaper, television, and radio outlets in the region
-  Managed a \$35,000 non-profit partnership program and created partnerships with five county school systems.

Carolina Thunderbirds

(July 2019-May 2021)







Vice President of Media Relations

-  Provided play-by-play for all Thunderbirds games on local radio and internet TV for home games
-  Managed and created branded content for all social media channels and the team website
-  Wrote game recaps, created and hosted video mini-series, designed multiple game-worn uniforms
-  Produced and recorded all television and radio ads and led coordination with a three-station radio network.
-  Reached \$39,000 in personal corporate sales, managed \$70,000 in corporate partnerships
-  Received a "call-up" to fill-in for the SPHL's Fayetteville Marksmen as a play-by-play voice for four games

Freelancer

(2013-present)





Play-by-Play and Public Address

-  Called games for Duke, N.C. State, and Campbell on ESPN3, ACC Network and Big South Network
-  Provided public address voice and sponsor reads for Duke baseball
-  Called North Carolina HighSchoolOT's football and lacrosse game of the week
-  Founded, ran social media, and called games for the Tar Heel Hockey Network
-  Called games for the USPHL's Carolina Eagles and was invited to cover two league showcases as a play-by-play voice
-  Have done play-by-play for hockey, football, baseball, softball, basketball, lacrosse, and volleyball

Franklin Academy High School







(June 2017-May 2019)

Media Instructor

-  Specialized in curriculum design and taught sports media, news media and photography electives
-  Engineered all broadcasts on school YouTube page, including full setup of NewTek Tricaster
-  Designed and implemented graphics for broadcast use and social media display
-  Called five different varsity sports both as a play-by-play and public address voice

PackTV





(August 2013-May 2017) Head of Broadcasting, Play-by-play Voice

-  Completed four years as "The Voice of N.C. State Hockey," while a student at N.C. State
-  Increased channel viewership by 230% over last two years (approx. 600 viewers)
-  Created and hosted station's first podcast and radio broadcast in 2015
-  Co-designed station logo and coined station tagline, both which are still in use today
-  Wrote, produced video, served as the lead for the station's first foray into football and basketball coverage
-  Produced and distributed game notes and stat packs for club hockey and lacrosse teams

Wilson Tobs

(Summer 2016)

Director of Media Relations

-  Completed the club's first full season of radio broadcasting, calling all 62 games
-  Peaked at 537 listeners and averaged 200 per game, beating the league average which was 120 people
-  Compiled stat packs and media notes, created all social media graphics and ran team accounts
-  Maintained client relationships with sponsors and coordinated interviews with the local media

Education

North Carolina State University Class of 2017

Major: Communication Media, GPA: 3.25

Minor: Journalism, GPA: 4.0

Professional References

Kelly Curl, Carolina Thunderbirds (336) 509-1615

Alex Wall, Fayetteville Marksmen (910) 438-4169

Chris Edwards, Duke University (919) 538-7550