

DANIEL LOFTUS

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EDUCATION

UNIVERSITY OF NOTRE DAME

Master of Science in Management, 4.00 GPA (concentration in marketing)

Notre Dame, IN
May 2022

- Awarded a partial tuition scholarship for academic achievement

SYRACUSE UNIVERSITY

Bachelor of Science in Public Relations, 3.95 GPA (Summa Cum Laude)

Syracuse, NY
May 2021

- Sport Management minor
- Dean's List Recipient and Kappa Tau Alpha Honors Society inductee

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NOTRE DAME ATHLETICS

Notre Dame, IN

Athletic Communications Assistant, Fighting Irish Media

August 2021 – Present

- Manages social media channels and content in a primary role for Notre Dame men's hockey program
- Serves as a secondary contact for football while working to update media guide and manage UND.com information
- Interacts with players, coaches and the media to coordinate and manage football media availability sessions
- Creates and distributes engaging graphics for communications channels using Adobe Photoshop
- Plans, edits and creates written pieces published on UND.com
- Coordinates messaging strategy for social and digital platforms for team's Movember fundraising campaign

SYRACUSE UNIVERSITY ATHLETICS

Syracuse, NY

Sports Information Assistant, Athletic Communications

September 2018 – May 2021

- Served as a contact for men's and women's rowing, women's soccer, women's basketball, women's lacrosse, and field hockey
- Crafted game previews, recaps, features and press releases published on Cuse.com for different Syracuse athletic teams and maintained website through SIDEARM Sports
- Learned and utilized new NCAA LiveStats software for women's soccer in fall 2020
- Assisted with event management and served as contact for media members at Syracuse sporting events
- Published media guides, game notes, and flip notes, website biographies and other various media materials in Adobe InDesign

NATIONAL FOOTBALL LEAGUE (NFL)

New York, NY

Football Communications and Seed Kit Challenge Intern, Communications

Summer 2020

- Served as team's communications lead in the NFL's inaugural Seed Kit Challenge program to address and solve business problems while shadowing league's communications department
- Collaborated with the league's youth and high school football outreach team to develop virtual programming towards targeted audience during the pandemic and presented to NFL executives
- Analyzed data and current content strategy of the league department to create a sensible and significant solution plan
- Directed a social media audit of @PlayFootball, created a program prototype and developed PR plan and social media content strategy for fall '20

XAVIER UNIVERSITY ATHLETICS

Cincinnati, OH

Sports Information Assistant, Athletic Communications

Summer 2019

- Collaborated with Xavier's SIDs to execute communications plan of increasing social presence with video
- Compiled statistics and co-authored the Xavier men's basketball 2019-20 media guide while assisting with athletic website management
- Organized, managed and tallied the voting process for the Xavier University Athletic Hall of Fame
- Served as head videographer and assistant planner on video series for Xavier basketball programs

LEADERSHIP & SERVICE

MSM AMBASSADOR

Notre Dame, IN

Program Ambassador & Career and Networking Success Committee Member

September 2021 – Present

- Serves as program ambassador for potential students and works on committee to maximize networking and career-related opportunities for current MSM students.

NEWHOUSE STUDENT REPRESENTATIVE COMMITTEE

Syracuse, NY

Career Services Committee Representative

September 2020 – May 2020

- Elected by peers as a senior representative to collaborate with Newhouse faculty, staff and students to improve the overall student experience at the college

SKILLS & HONORS

Skills: Microsoft Excel, PowerPoint and Word, Tableau, Adobe Photoshop, Premiere and InDesign, AP writing style, social media management, press releases, media advisories, broadcast writing, SIDEARM, WMT

Honors & Awards: College Division Outstanding Feature Award at the 53rd Annual Excellence in Broadcasting Competition winner for radio feature on walk-on rowers