

# DANIEL LOFTUS

54701 Burdette St. • South Bend, IN 46637 • (570) 561-4304 • [dloftus2@nd.edu](mailto:dloftus2@nd.edu) • [linkedin.com/in/dl1/](https://www.linkedin.com/in/dl1/)

## EDUCATION

### UNIVERSITY OF NOTRE DAME

Master of Science in Management, 4.0 GPA

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

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

## PROFESSIONAL EXPERIENCE

### NOTRE DAME ATHLETICS

Notre Dame, IN

#### Athletic Communications Assistant, Fighting Irish Media

August 2021 – Present

- Manages social media content for the Notre Dame men's hockey program
- Organizes and monitors social media progress of team and athlete's through INFLCR platform
- Executes communications strategy for hockey program while working alongside program SIDs

### SYRACUSE UNIVERSITY ATHLETICS

Syracuse, NY

#### Sports Information Intern, Athletic Communications

September 2018 – May 2021

- Crafted game previews, recaps and press releases published on Cuse.com for different Syracuse athletic teams and maintained website through SIDEARM Sports
- Compiled daily clips, transcribed interviews and fulfilled credential requests for media members
- Managed and recorded statistics through NCAA LiveStats for women's soccer program
- Published media guides, game notes, and flip notes and crafted graphics for social channels utilizing Adobe Creative Suite

### 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 as communications lead to develop virtual programing during the pandemic and presented to NFL executives
- 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 and assisted in athletic website management through SIDEARM Sports
- Served as head videographer and assistant planner on video series for Xavier basketball programs

## LEADERSHIP & SERVICE

### NEWHOUSE PEER ADVISING

Syracuse, NY

#### COM 100 Teaching Assistant

May 2020 – December 2020

- Served as teaching assistant for Newhouse's freshman orientation course "COM 100" for 25 students over the course of the Fall '20 semester

### 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 & INTERESTS

**Computer Skills:** Experienced and proficient in Adobe Photoshop, Premiere and InDesign, Experienced and proficient in Microsoft Excel, PowerPoint and Excel

**Communications Skills:** AP writing style, social media management, press releases, media advisories, broadcast writing

**Honors & Awards:** College Division Outstanding Feature Award at the 53rd Annual Excellence in Broadcasting Competition winner