

DANIEL LOFTUS

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EDUCATION

UNIVERSITY OF NOTRE DAME

Master of Science in Management, Mendoza College of Business, 3.97 GPA

- Awarded a partial tuition scholarship for academic achievement

Notre Dame, IN

May 2022

SYRACUSE UNIVERSITY

Bachelor of Science in Public Relations, S.I. Newhouse School, 3.95 GPA (Summa Cum Laude)

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

Syracuse, NY

May 2021

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NOTRE DAME ATHLETICS

Athletic Communications Assistant, Fighting Irish Media

- Manages social media channels and digital content for Notre Dame men's hockey program
- Builds relationships with media, players and coaches to coordinate and manage football media availability sessions
- Creates and distributes engaging graphics and messages across media to meet digital content strategy goals
- Plans, edits and publishes content to UND.com utilizing WordPress tools through WMT
- Coordinated and executed the publication of roster biographies for Notre Dame football, hockey, and rowing

Notre Dame, IN

August 2021 – Present

SYRACUSE UNIVERSITY ATHLETICS

Sports Information Assistant, Athletic Communications

- Served as a contact for women's basketball, rowing, field hockey, women's lacrosse, and women's soccer programs while assisting other programs over three years
- Crafted game previews, recaps, feature stories, website biographies and press releases published on Cuse.com and maintained website through SIDEARM Sports
- Assisted with event and media management at athletic games and press conferences
- Learned and utilized new NCAA LiveStats software for women's soccer in fall 2020
- Created media guides, game notes and various materials distributed to press utilizing Adobe InDesign

Syracuse, NY

September 2018 – May 2021

NATIONAL FOOTBALL LEAGUE (NFL)

Football Communications Intern, Communications and Football Operations

- 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 and presented to NFL executives
- Directed a social media audit of @PlayFootball and developed PR plan and social media content strategy for fall '20
- Analyzed data and current content strategy of the league department to create a sensible and significant solution plan

New York, NY

Summer 2020

GLOBAL X VENTURES (EONXI)

PR and Marketing Associate

- Led publicity efforts for venture company investing in technology and fan experience companies
- Developed web presence for the organization through website copy and design
- Created two iterations of the venture pitch deck to be used in acquiring new companies and investors
- Developed comprehensive social media strategy and calendar revolving around influencer marketing

Remote

January 2020 – March 2020

XAVIER UNIVERSITY ATHLETICS

Sports Information Assistant, Athletic Communications

- Collaborated with Xavier's SIDs to execute communications plan of increasing social presence with video
- Co-authored the Xavier men's basketball 2019-20 media guide while assisting with SIDEARM website management
- Analyzed and interpreted data while coordinating Xavier Athletic Hall of Fame voting process
- Served as head videographer and assistant planner on video series for Xavier basketball programs

Cincinnati, OH

Summer 2019

LEADERSHIP

MSM AMBASSADOR

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

Notre Dame, IN

NEWHOUSE STUDENT REPRESENTATIVE COMMITTEE

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

Syracuse, NY

SKILLS

Skills: Hootsuite Social Marketing and Advanced Social Advertising certified, Microsoft Excel, PowerPoint and Word, Tableau, Adobe Photoshop, Premiere and InDesign, AP writing style, social media management, press releases, media advisories, written and verbal communication