

# I V A N K O R S A K O V

## MEDIA EXPERIENCE

**Michigan State Women's Basketball** East Lansing, MI *Jun. 2022 – April 2023*  
**Director of Creative Media**

- Conceptualized social media strategy, managed team's Instagram, Twitter, Facebook, TikTok & YouTube pages
- Produced creative videos start to finish – game highlights, short Reels, practice updates, vlogs, talk shows etc.
- Diversified content & benefited the average number of social media interactions – grew followers 18.6K→21.2K on Instagram & 19.5K→21.2K on Twitter; 2x followers and 3x likes on TikTok; relaunched YouTube channel
- Took and edited pictures at games, practices and other team events, ran team's recruiting media
- Created motion and still graphics & interior design elements
- Assisted and collaborated with other programs, hired and managed student workers

**Kent State University Athletic Department** Kent, OH *Jan. 2020 – Dec. 2021*  
**Graduate Assistant – Videography**

- Produced social media videos for the Kent State Athletics' and 17 teams' social media
- Conceptualized, wrote, directed, filmed, edited, animated and posted the #FlashLIFE talk shows & podcasts
- Received a stipend and a tuition waiver for the Sport & Recreation Management program
- Advocated for the wider use of the contemporarily-styled content on Kent State Athletics' social media, executed the initiative by producing over 150 Instagram Reels/TikToks and other social-media-specific videos
- Co-managed social media pages (grew the @kentstathletics Instagram followers 8.8K→11K in 1.5 years of lockdown)
- Supervised student workers and coordinated the workflow during events and shoots

**PFC CSKA Moscow** Moscow, Russia *Nov. 2019 – Dec. 2019*  
**Videographer**

- Filmed and edited game videos and other content for the RPL team's YouTube and Instagram pages

**Tulane University Athletic Department** New Orleans, LA *Aug. 2019 – Oct. 2019*  
**Graduate Assistant – New Media**

- Produced video segments for the baseball, basketball, and volleyball athletic programs
- Received a stipend and a tuition waiver for the PMBA program

**University of Northern Iowa Athletic Department** Cedar Falls, IA *Aug. 2018 – Mar. 2019*  
**Student Videographer**

- Filmed, edited and posted promos, highlight videos, interviews & animation elements for the UNI Panthers soccer, football, swimming & diving and tennis teams

**United Soccer Leagues** Tampa, FL *Jun. 2018 – Aug. 2018*  
**Digital Asset / Video Production Intern**

- Edited TikTok videos, filmed a weekly Instagram show, tagged photos via PhotoShelter
- Interviewed Indy Eleven's Eugene Starikov – directed, filmed and edited the social media version

**Around the Corner Productions (ESPN3 & ESPN+)** Cedar Falls, IA *Jan. 2018 – May 2018*  
**Broadcast Camera Operator Intern**

- Operated wide-shot, shoulder and robotic broadcast cameras at the UNI Panthers basketball and softball games

## EDUCATION

**Kent State University** Kent, OH *Jan. 2020 – Dec. 2021*  
**Master of Arts – Sport and Recreation Management**

- Videography Graduate Assistant position with the Athletic Department
- Full academic coverage; 3.95 GPA

**University of Northern Iowa** Cedar Falls, IA *Jan. 2017 – July 2019*  
**Bachelor of Arts – Digital Media Production (Marketing minor)**

- Cum Laude; 3.70 cumulative GPA
- Sports Business Club membership
- Credits from UCLA and Plekhanov Russian University of Economics

## PERSONAL EQUIPMENT

- Cameras & accessories
- Home editing & podcast studio (PC, audio mixer, microphones, motorized camera slider & lights)

# I V A N K O R S A K O V

## REFERENCES

### **Suzy Merchant**

#### **Former Head Coach**

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### **Dan Griffin**

#### **Assistant AD, Communications**

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#### **Sports Information Director, WBB**

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#### **Executive Senior Associate AD/SWA**

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#### **Head Coach**

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#### **Former Director of Operations & Technology**

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### **Michelle Van Dorn**

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#### **Vice President**

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#### **Director of Player Development**

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#### **Director of Scouting and Video Operations**

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