

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

## MEDIA EXPERIENCE

**Loyola University Maryland Athletics** Baltimore, MD Jan. 2024 – Present  
**Director of Creative Content**

- Conceptualize creative media strategy, co-manage all athletics' and 17 teams' social media
- Produce, distribute and archive content for all athletics' and teams' social media
- Produce intro videos and other promotional videos for internal and external use
- Supervise freelancers and student videographers during games, events and other video shoots

**University of San Francisco Athletics** San Francisco, CA Sep. 2023 – Nov. 2023  
**Creative Media Specialist**

- Directed, filmed and edited social media videos, intro videos, TV ads and recruiting media for 16 teams
- Ran live ESPN broadcasts
- Supervised student interns working on the assigned projects and during games and events

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

- Conceptualized social media strategy & managed team's Instagram, Twitter, Facebook, TikTok and YouTube pages
- Produced creative videos – short Reels, long-form shows, game highlights, practice updates, fun challenges, vlogs etc.
- Diversified content and grew social media, launched recurring segments, restarted YouTube & TikTok
- Took, edited and tagged photos, created motion and still graphics, produced interior design elements
- Ran team's recruiting media – post-visit photos and videos, mail-outs, personalized posters, social media intros etc.
- Hired and managed student workers, collaborated with other teams and departments

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

- 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
- Introduced the use of and produced over 150 Instagram Reels/TikToks and other social-media-specific videos
- Co-managed Instagram pages – 8.8k → 11k followers on the main athletics page during 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  
**New Media Graduate Assistant**

- 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 – May 2019  
**Student Videographer**

- Filmed, edited and posted promos, highlight videos, interviews & motion design for all athletic teams
- Interned as an ESPN broadcast camera operator via Around the Corner Productions

**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

## 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; credits from UCLA and Plekhanov Russian University of Economics
- Sports Business Club membership

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

## REFERENCES

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

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