

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

MEDIA EXPERIENCE

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

- Direct, film and edit social media videos, intro videos, TV commercials and recruiting media for all 16 athletic programs
- Run live ESPN broadcasts
- Supervise 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 numbers – 18.6k → 21.2k followers on Instagram, 19.5k → 21.2k on Twitter, 2x followers and 3x likes on TikTok, restarted the YouTube channel, launched multi-platform recurring segments
- Took and edited 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*
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 the Kent State Athletics' social media, executed the initiative by producing 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*
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; 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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