

Cody Schindler

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EDUCATION:

Bradley University, Peoria, IL

Bachelor's of Science in Sports Communication, Graduated in May, 2019

Minor: Management and Leadership, Social Media Marketing

GPA: 3.67/4.00, Dean's List

WORK EXPERIENCE:

Broadcast Assistant- Peoria Chiefs, February 2020-Current

- Write, proofread and edit press releases for distribution on team's website and to the local media
- Was slated to serve as the #2 broadcaster prior to COVID-19 outbreak
- Proofread, edited and added to the Chiefs 2020 Media Guide.
- Host weekly segments on the team's podcast
- Edit weekly podcast episodes, which began upon my relocation to the media department
- Interview former players, staff members for podcast segments
- Write a variety of stories for the Chiefs' blog, ranging from promotional pieces to historical recaps
- Assist Director of Community Relations with donation requests and maintain record of said donations
- Trained in MLB's scorekeeping app
- Add stories to team's website through Forge
- Learned new Forge system, participating in a variety of training sessions and correspondence with Minor League Baseball.

Play-By-Play Broadcaster- Bradley University, November 2015- Present

- As a Bradley student, was lead Play-by-Play broadcaster for baseball, basketball, soccer, softball, and volleyball on The Valley on ESPN.
- Became television voice of the women's basketball team upon graduation
- Prepare for on-air sporting events by preparing game notes, meeting with SID's, and meeting with coaches
- Attend batting practice, shootarounds, and other functions
- Set up and tear down the booth equipment
- Broadcasted more than 100 games for Bradley

Inside Sales Representative- Peoria Chiefs, September 2019-February 2020

- Serviced fans and customers by selling a variety of ticket plans and maintaining relationships
- Serviced existing accounts while identifying new business
- Performed 50+ outbound calls each day in addition to sending necessary emails and other forms of communications
- Prepared and executed sales presentations to both local business leaders and individual customers
- Attended weekly sales staff meetings and identify new plans, trends within our market
- Represented the organization at a variety of community events while providing information about ticket plans
- Maintained a record of conversations within Microsoft Excel and Score CRM
- Utilized TicketReturn and updated account information when necessary
- Participated in multiple training sessions to learn about new trends, best practices, etc.
- Managed our online auction site through Gesture.

Media/Broadcast Assistant- Peoria Chiefs, February 2019-September 2019

- Produced home and road games by operating a radio soundboard, ensuring our live stream stayed on the air
- Play-by-play broadcaster for select innings of select games throughout the year
- Hosted selected segments on the Chief Talk podcast, including my own weekly segment
- Conducted interviews with players and coaches
- Hosted a weekly 60-second segment to air on social media channels
- Created and distributed game notes, lineups, and stat packs to opposing teams, scouts, etc.
- Maintained and compiled daily stats for use in game notes and other information packets
- Wrote a variety of stories for the Chiefs' blog, including series previews and feature stories
- Wrote game recaps for team website and distribution to local media

- Co-coordinated our online jersey actions through Gesture, an online auction service
- Fill-in PA announcer
- Cut and edited nightly highlights to post on Soundcloud and other social media platforms
- Ran social media platforms for the team, with one tweet earning more than 1,000 likes.

SKILLS

- Basic knowledge of Microsoft Office
- Basic knowledge of radio soundboard

REFERENCES

- Nathan Baliva- Director of Media, Community Engagement, Peoria Chiefs.
- Dave Snell- Asst. Director of Athletic Communications, Bradley University.
- Bobby Parker- Assoc. AD for Communications, Bradley University.