

# TYLER LOBE

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Digital Portfolio at [www.tylerlobe.com](http://www.tylerlobe.com)

## WORK EXPERIENCE

### SPORTS INFORMATION, GAME OPERATIONS & FACILITIES COORDINATOR

August 2009 – Present

Sonoma State University | Rohnert Park, Calif.

- Serves as the main media contact for all 14 NCAA Division II intercollegiate teams at SSU.
- Manages the department's public relations, internal relations and media relations efforts.
- Oversees event/in-game operations, statistics, photo/video content, and award nominations.
- Designs/produces game day materials (programs, roster sheets, game notes), camp flyers and brochures, posters and graphics for marketing of various departmental events and initiatives.
- Maintains all facets of the department's web site, [sonomaseawolves.com](http://sonomaseawolves.com).
- Assists the planning and implementation of the department's social media marketing strategy.
- Broadcasts play-by-play commentary for live video of SSU games and events on the Seawolf Sports Network.
- Active in interviewing, hiring, scheduling, training and overseeing student event staff of 20+.
- Coordinates the Division II CCA Men's Soccer All-America awards program for the West Region.
- Films and edits all video content for the web site/social media outlets.
- Creates/directs multimedia production of annual Student-Athlete Awards Presentation, and annual Hall of Fame Banquet.
- Directed media relations and live scoring efforts of three NCAA Division II Regional Championships and two CCAA Championships.

### WOMEN'S SPORTS INFORMATION DIRECTOR

March 2014 – Present

Western Water Polo Association | Huntington Beach, Calif.

- Serves as the main sports information/media relations representative for the women's side of the conference.
- Communicates with the head coaches of each team to determine weekly and post-season awards throughout the year.
- Maintains all facets of official WWPAA web site, [thewwpaa.com](http://thewwpaa.com).
- Coordinates in-game operations/media relations efforts and produces print material for annual conference championships.
- Assists the commissioner with the conference's social media presence, specifically on Twitter.
- Implemented/encouraged conference-wide use of a new water polo statistics program to better compile/track statistical leaders.

### MEDIA RELATIONS INTERN

June 2008 – August 2008

Seattle Mariners | Seattle, Wash.

- Compiled daily MLB statistical reports for distribution to media and team personnel.
- Organized and archived historical information (media clips, stats, records, pictures, etc.).
- Assisted in the production of pre- and post-game notes.
- Composed and edited copy for Mariners Magazine, and for the team's Media Guide.

### ATHLETIC MEDIA RELATIONS STUDENT ASSISTANT

August 2005 – December 2008

Central Washington University | Ellensburg, Wash.

### SPORTS REPORTER

April 2006 – June 2007

The Daily Record | Ellensburg, Wash.

## EDUCATION

### BACHELOR OF ARTS, JOURNALISM

Central Washington University | Ellensburg, Wash.

- Specialization: Broadcast Journalism
- Degree Obtained: December 2008
- Acted as News Director and Sports Director for NewsWatch, a weekly television news program that aired locally.
- Reported, Anchored and Directed several NewsWatch newscasts.
- Aided in production of Ellensburg Extreme, a local television show.
- Co-Hosted two FM radio "Drive Time" morning shows on KCWU FM 88.1 The 'Burg.
- Assigned as a Sports Reporter for on-campus newspaper, The Observer, a weekly publication at CWU.

## SKILLS

- Basic HTML Knowledge
- Types 66 Words/Minute
- Public Speaking
- Photography
- Graphic Design
- Social Media
- AP Style Writing
- Video (Filming & Editing)
- Working with Media Members

## SOFTWARE

- PC & Mac OS Platforms
  - Adobe Creative Suite
    - Acrobat
    - Dreamweaver
    - InDesign
    - Media Encoder
    - Photoshop
  - Microsoft Office
    - Word
    - Excel
    - Outlook
    - PowerPoint
- iMovie
- Keynote
- Final Cut Express
- Content Management Systems

## SOCIAL



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