



DANIEL FRIEDEL

Writer, Digital Editor, Broadcaster

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PROFESSIONAL SUMMARY

Accomplished Writer, Digital Editor and Broadcaster, with experience covering environment, education, sports and trending topics for notable national, international and local media organizations. Expertise in educational scriptwriting, remote podcast creation and SEO strategies that drive audience engagement. Proven ability to creatively collaborate with teammates in different locations. A track record of managing high-profile projects (for example: summer and winter Olympics) for USA Today and managing social media for the top news radio station in the U.S. (WTOP). Ability to communicate in Spanish for interviews.

EXPERIENCE

VOICE OF AMERICA - LEARNING ENGLISH
| Washington, D.C.

**Digital Writer and Podcast host,
Education reporter**

01/2015 - 07/2024

- Wrote, produced and hosted a weekly 30-minute broadcast program for those around the world interested in learning English
- Launched a 5-to-7-minute live complement to our popular 'Words & Their Stories' segment in 2023
- Wrote and produced weekly higher education stories: Ivy League presidents, Indian student work concerns, test-optional applications, STEM programs, vocational training, OPT and H-1B concerns, the rise of HBCUs, tenure, Supreme Court's affirmative action decision, effect of the pandemic on learning and international students in the U.S
- Wrote and produced stories on the environment. Topics included: climate change, air and water quality, endangered species, nuclear energy, wildfires, natural disasters, rise in temperatures, green living, construction debris diversion and more
- Engaged readers on Facebook by discussing the week's top stories
- Wrote and produced daily web and audio current events stories
- Managed multiple writing assignments on deadline

WTOP | Washington, D.C.

Digital Writer and Producer

01/2018 - 03/2024

- Wrote daily breaking news stories, long-form features, and produced social media content for Facebook, Twitter and Instagram
- Implemented search engine optimization (SEO) best practices to increase content visibility and drive traffic
- Transformed choppy radio copy into detailed web stories, created breaking-news photo galleries, collaborated on news coverage plans
- Edited text for grammatical correctness, clarity, and tone
- Contributed to crisis COVID-19 coverage from March 2020 to February 2021 (parks closures, government health updates, changing case counts)
- Lead writer and producer on several breaking news stories related to Black Lives Matter protests in spring 2020 (Did police use chemical agents against protesters near the White House?)

NHL, NBA, MLB AND NCAA TELEVISION
BROADCASTS | Washington, D.C.
Live graphics producer and operator
01/2013 - Present

- Covered 2020 election and prepared 2021 Biden inauguration preview
- Produce in-game stats, notes and ensure score accuracy
- Deploy promos and sponsorship elements
- Coordinate with graphics producer, game producer and director in live broadcast environment
- Respond to changing game trends and storylines
- Performed troubleshooting on hardware components associated with graphics systems
- Broadcasts included: Washington Capitals, Wizards, Nationals; Baltimore Orioles; New York Yankees, Mets, Knicks, Rangers; Los Angeles Angels, Kings, Lakers, Dodgers; Green Bay Packers, Carolina Panthers; Philadelphia Phillies, Flyers; Houston Astros, Rockets; Cleveland Cavs, Guardians; Mid-Atlantic universities such as Georgetown, Maryland and VCU

MLB.COM/MLB ADVANCED MEDIA
Pitch F/X, StatCast and pitch clock operator
03/2012 - Present

- Managed schedules of three operators per game over 81-game season
- Ensured quality of Statcast data generated by tracking systems
- (Statcast is used by MLB, broadcasters and teams to add new context to the game, such as calculating the probability of a catch or the rotation of a curveball.)
- Part of small group that developed player tracking system in 2015
- Operate pitch clock and communicate with umpires throughout games in high-stress environment

DAN FRIEDEL
Freelance Journalist and Producer
01/2010 - 01/2022

- Pitched and executed assignments for ESPN the Magazine, Associated Press (SNTV), USA TODAY, Fast Company, Men's Journal, USA Today and more. (See danfriedell.com for samples.)
- Covered high school sports and athletes for publications in Virginia and Washington, D.C. (See works list below for examples.)
- Developed sources for ESPN confidential surveys.

VOICE OF AMERICA - THE SONNY SIDE OF SPORTS | Washington, D.C.
Broadcaster and Analyst
01/2018 - 03/2020

- Wrote and hosted 30-minute daily live broadcast for VOA's English-speaking audience in Africa approximately 40 times yearly
- Appeared as sports analyst, explaining American sports news to African audience
- Sourced and produced interviews with sports figures and subject experts
- Managed multiple tasks simultaneously including editing audio files, scheduling interviews and writing scripts

UNIVERSITY OF MARYLAND
Adjunct Instructor, Philip Merrill College of Journalism
01/2011 - 05/2011

- Taught approximately 30 students - both grad students and undergrads - over two sections of JOUR 352/652, *Intro to Online Journalism*
- Followed and augmented course syllabus from chief faculty member to include setting up web hosting, adding a CMS, managing page taxonomy, shooting and posting photos, data viz, adding graphics and maps to web pages and blog posts
- Weekly assignments included news surveillance, HTML practice, web presence of major news organizations, review of how news orgs played 2011 news stories such as assassination of Osama Bin Laden, Super Bowl and NCAA basketball

USA TODAY | McLean, VA

Online Sports Editor

07/2007 - 12/2009

- Final project required writing and producing an enterprise web story, creating social media posts, prospective headlines and pitching how story would be treated online and in print
- Experimented with new technologies to improve instructional effectiveness
- More details at <https://3fivetwo.wordpress.com/>

MLB.COM | New York, N.Y.

Web Editor and Video Producer

01/2003 - 12/2007

- Top digital editor in charge of Olympics and NHL content
- Coordinated long-range coverage of 2008 and 2010 Olympic Games in concert with IT, graphics, editorial, marketing and senior management
- Worked with graphics and video editors to create interactive explainer showing what makes some athletes and teams Gold Medal favorites
- Directed the creation of 20 sport-specific landing pages and led 12-person Web team from press center in Beijing
- Coordinated and edited contributions from Olympic athlete bloggers leading up to and during 2008 and 2010 Games
- Wrote, produced and edited game stories, video features and highlights for MLB.com and MiLB.com
- Edited at least eight print stories per night or four video stories of varying lengths per shift
- Worked as video producer in 2003 and 2004
- Worked as website editor in 2006 and 2007
- Maintained a library of digital assets such as images, videos, audio files
- Created and maintained HTML templates for web page layouts

BIKE.COM | Austin, TX

Writer and Editor

01/2000 - 06/2000

- Covered Lance Armstrong and U.S Postal Service team in Spain and U.S.
- Covered 2000 Olympic Track Cycling and BMX trials in Dallas
- Wrote, edited, photographed and planned stories for start-up online cycling magazine
- Translated race-day stories from international news services for English-speaking readership

EDUCATION

M.A. in Magazine, Newspaper and Online Journalism

SYRACUSE UNIVERSITY NEWHOUSE SCHOOL | Syracuse, NY

B.A. in American Studies, Journalism

BRANDEIS UNIVERSITY | WALTHAM, MA

SKILLS

- Interviewing, Writing
- iPhone photography
- Field recording and production
- Audio, photo, video production
- Web, social media production
- Storytelling
- Finding and maintaining sources
- Listening
- Audio production
- Research and reach analysis

UNION MEMBERSHIPS

- SAG-AFTRA, Washington-Mid-Atlantic, 01/01/18 - Present
- IATSE 487, Mid-Atlantic, 01/01/13 - 12/31/24
- IATSE 795, San Diego, 01/01/24, Present

NOTABLE STORIES

ESPN The Magazine - 'MLB Preview' (April 2013, 2014, 2015) interviewed over 60 baseball players for season preview issues.

ESPN The Magazine - 2015 NCAA Football and NFL confidential surveys of over a dozen players.

ESPN The Magazine - 2013 'LeBron James Confidential' interviewed nine NBA players about LeBron James' place in the game.

ESPN The Magazine - 2013 'A-Rod Confidential' interviewed 10 MLB players about Alex Rodriguez's suspension for performance-enhancing drugs.

ESPN The Magazine - 2013 'Kids in Sports' issue interviewed 120 parents of child athletes for wide-ranging survey.

Associated Press/SNTV - Covered Spanish National Soccer team training ahead of the 2014 World Cup.

Fast Company - Detailed look at SRI International's innovations (Sept. 2012) and a design breakdown of Toyota's 2013 NASCAR Sprint Cup vehicle (March 2013).

View more work at danfriedell.com