

Benjamin J. Block

Sports Writer & Editor / Sports Content Producer

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New York, NY

Nationally-published writer and editor with nine years of experience delivering informative and entertaining content, primarily related to sports, garnering acclaim and high engagement. To date, composed and generated material for well-known publications and media outlets.

Areas of Expertise

- ◆ Writing / Editing
- ◆ Content Creation
- ◆ Publishing
- ◆ Journalistic Integrity
- ◆ Sports Industry
- ◆ Relationship Management
- ◆ Team Management
- ◆ Cross-functional Leadership
- ◆ Written / Verbal Communication

Licenses & Certifications

Sports Marketing Certificate

Northwestern University, Evanston, IL, 2019

Sports Industry Essentials Certificate

Columbia University – School of Professional Studies, New York, NY, 2017

Coursework: Careers in Sports Management, Global Expansion of Sports, Sports Analytics and Big Data, Sports and Digital Media, Sports Event Management, The Future of Sports

Professional Experience

Block's Corner, New York, NY Podcast Producer

2018 – Present

Direct podcast operations for optimal functionality while ensuring content engages existing and new audiences with growth being continuous and sustainable. Identify sports industry stories / issues and associated persons of interest, developing factual narratives, and leading discussions centered around the subject matter. Secure guests, research topics, and oversee technical aspects, releasing thoughtful episodes that garner high listenership.

- Launch social media campaigns essential to increasing individual episode and podcast awareness.

Business Wire, New York, NY Newsroom Editor

2015 – Present

Determine which stories are to be featured and followed, prioritizing pieces based on importance and relevance, ultimately distributing press releases, photos, videos, and other materials to outlets such as the Associated Press. Delegate stories and tasks to writing teams and review all work to ensure that narratives and reporting is unbiased, accurate, and tells complete accounts. Furthermore, ensure that industry best practices are upheld.

- To date, promoted three times over four years.

Independent Contractor, New York, NY Writer / Editor

2012 – Present

Search for, recognize, and follow / investigate stories that inform and / or entertain readers and audiences of revered publications and high-profile media companies. Gather factual information via conducting research, utilizing sources, interviewing people(s), and compiling supplementary materials to tell unbiased and comprehensive narratives. Throughout the editing process, refine content into polished works for various platforms / outlets. Additionally, integrate SEO keywords to reach optimal exposure.

- To date, authored 500+ articles and features that have received national publication.
- Select bylines include The National Baseball Hall of Fame, CBS, and VICE.
- Select interview subjects include Ken Burns, Tiger Woods, and Don King.
- Generated and edited various content for WFAN Sports Radio.

Washington Kastles, Washington, DC
Writer / Editor

2015

Composed newsletters and produced social media content that elevated fan engagement, critical to the growth of team support and overall league sustainability. Supplementary content included captivating and accurate game recaps, and interviews with players and team personnel. To secure stories, information, and reactions, established relationships throughout the organization which resulted in high-quality content being created.

- Regularly partnered with internal departments and contributed to strategy development and execution.

NBA League Office, New York, NY
Fan Engagement Writer

2013 - 2014

Managed direct lines of communication between the NBA and NBA affiliates and domestic and international fans, having created statements on behalf of the organization. Aided the marketing department via pitching ideas / stories that piqued fans' interests and stimulate growth for the league.

- Instrumental in the management of communication efforts regarding the Donald Sterling scandal.
- Served as a Ghost Writer for high-ranking personnel and executives.
- Functioned as the Backup Editor of the intranet site and continuously updated content.

Education

Bachelor of Science in Business Management & Economics

SUNY Empire State, Saratoga Springs, NY 2013

Pursued a Bachelor of Science in Communication

Hofstra University, Hempstead, NY

Volunteer Experience

New York Cares, 2013 – Present

NBA Cares, 2013 - 2014