

Joshua Miranda, M.A.

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Professional Summary

Culture-driven Sports Media Producer and Content Creator specializing in platform-native storytelling across global digital platforms. Proven track record of delivering high-performance content exceeding **100M+ views**, with experience covering premier sporting events including the NBA Finals and NCAA Final Four. Skilled in athlete-driven storytelling, short-form video production, and real-time content execution in fast-paced environments. Experienced working with global brands including Red Bull Media House, producing content at the intersection of sport, culture, and entertainment.

Professional Experience

Bleacher Nation — Chicago Bulls Coverage

Writer

Dec 2025 – Present

- Produce **daily, high-volume editorial content** covering Chicago Bulls news, game recaps, and league developments within tight deadlines.
- Translate **live game action, press conferences, and interviews** into engaging, audience-first narratives.
- Leverage **advanced analytics, official NBA data, and team communications** to ensure accuracy and depth.
- Develop **storylines and content angles** that drive consistent audience engagement across digital platforms.
- Deliver **media-ready written content** for a high-traffic sports platform reaching millions of readers.

Unasked.in

Owner and Creator

Jan 2025 – Present

- Built and scaled a **digital-first sports media platform** focused on culture-driven and athlete-centered storytelling.
- Produced and directed content featuring athletes including **Carmelo Anthony, Tyrese Haliburton, Pascal Siakam, Juju Watkins, and Alex Caruso**.
- Developed **short-form and long-form video strategies** driving audience growth across platforms.
- Covered global sporting events including the **NBA Finals, NCAA Final Four, and Big Ten Tournaments**, producing real-time content on-site.
- Led **creative direction, brand positioning, and audience development strategy**.

Red Bull Media House

Social Media Specialist

Jul 2023 – Jun 2024

- Produced **platform-native, high-performance content** across Instagram, YouTube, Facebook, and X, optimized for reach and engagement.
- Executed **end-to-end content production**, including ideation, filming, editing, and publishing.
- Collaborated with global sports properties including **MotoGP and Red Bull Racing**, contributing to culturally relevant campaigns.
- Led **real-time content execution** for live events, including one of Red Bull's top-performing YouTube livestreams.
- Achieved **42M+ views on a single Reel**, contributing to record-level platform engagement.

Red Bull

Team Leader

May 2021 – Jun 2023

- Led a team of **20+ Student Marketeers**, driving brand engagement and campus activation strategies.
- Identified opportunities to integrate **brand storytelling within university culture**.
- Executed **high-impact events and campaigns**, including Red Bull Paper Wings and Red Bull Showrun collaborations.
- Managed **team operations, performance tracking, and campaign execution**.

Sports Manor

Sports Writer

2021 – 2022

- Covered live sporting events and produced editorial features across NBA and NCAA.
- Conducted **athlete interviews** and contributed to audience growth through engaging storytelling.

Tinder

Campus Ambassador

2021 – 2022

- Led **campus-focused digital engagement campaigns** and community-building initiatives.

Notable Coverage & Content Performance

- Covered the **NBA Finals, NCAA Men's Final Four, and Big Ten Men's & Women's Tournaments.**
- Produced content campaigns exceeding **250M+ total views** across platforms.
- Delivered **real-time event coverage** and athlete-driven content in high-pressure environments.

Education

Indiana University, Indianapolis

M.A., Sports Journalism and Communications

GPA: 3.9/4.0

2024 – 2025

Wilson College, Mumbai

B.A., Multimedia & Mass Communication

GPA: 3.95/4.0

2020 – 2023

Certifications

Digital Marketing

Modern Sports Writing

Skills

- **Content & Media** — Culture-Driven Storytelling, Athlete Features, Short-Form Video, Long-Form Content, Real-Time Production, Editorial Strategy
- **Digital & Growth** — Social Media Strategy, Audience Development, Engagement Optimization, Platform Analytics, SEO
- **Production** — Video Editing (Adobe Premiere Pro, After Effects), Filming, Post-Production, Creative Direction
- **Tools** — Adobe Creative Suite, Final Cut Pro, DaVinci Resolve, CapCut, Meta Business Suite, Google Analytics, Sprout Social, Hootsuite