

Joshua Miranda, M.A.

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Professional Summary

Sports journalist and digital media professional with experience covering major professional and collegiate sporting events, including the NBA Finals, NCAA Final Four, and Big Ten Championships. Proven track record of producing high-impact content and executing digital strategies that have generated over 100 million views across social platforms. Background includes live event coverage, brand partnerships, and audience growth through storytelling, video, and social media.

Professional Experience

Bleacher Nation — Chicago Bulls Coverage

Writer

Dec 2025 – Present

- Produce daily coverage of Chicago Bulls news, game recaps, and league developments for a large digital sports audience.
- Analyze official NBA statistics, injury reports, and team communications to ensure accuracy and editorial consistency.
- Deliver media-ready written content under fast-paced deadlines aligned with professional editorial standards.
- Monitor press conferences, interviews, and media availability to translate complex information into clear, fan-focused reporting.
- Develop recurring storylines and analytical angles that drive consistent audience engagement.

Unasked.in

Founder & Creator

Jan 2025 – Present

- Founded and manage a cross-platform sports media brand focused on athlete-driven storytelling and digital engagement.
- Produced content with professional and collegiate athletes including Carmelo Anthony, Tyrese Haliburton, Pascal Siakam, Juju Watkins, and Alex Caruso.
- Built and executed social strategies generating over 600,000 views across digital platforms.
- **Notable Work:** Coverage of the 2025 NBA Finals, 2025 NCAA Men's Final Four, and the 2024–25 Big Ten Men's & Women's Tournaments.

Red Bull Media House

Social Media Specialist

Jul 2023 – Jun 2024

- Led the creation and execution of social media content across Instagram, YouTube, Facebook, and X.
- Developed platform-specific strategies that produced hundreds of millions of views across Red Bull's digital ecosystem.
- Contributed to high-profile sports and soccer campaigns including RB Leipzig, Neymar Jr Five, etc.
- Executed one of Red Bull's top-performing YouTube livestreams.
- **Notable Work:** Produced Red Bull's most-viewed reel with 42 million views.

Red Bull

Team Leader

May 2021 – Jun 2023

- Directed brand activation and audience-growth initiatives within university markets.
- Managed and trained a team of 20 Student Marketeers across event execution, marketing strategy, and brand representation.
- Oversaw daily operations while maintaining campaign performance and brand standards.
- **Notable Work:** Promoted to Team Leader; hosted Red Bull Paper Wings; supported Red Bull Racing at Red Bull Showrun.

Sports Manor

Sports Writer

2021 – 2022

- Covered live sporting events and produced editorial features focused on the NBA and NCAA.
- Conducted athlete interviews and contributed to audience growth through original reporting.

Tinder

Campus Ambassador

2021 – 2022

- Led campus-level social media and community engagement initiatives to drive brand visibility.

Notable Coverage & Achievements

- Coverage of the 2025 NBA Finals, 2025 NCAA Men's Final Four, and 2024–25 Big Ten Men's & Women's Tournaments.
- Shadowed professional and semi-professional teams including Indiana Pacers, Milwaukee Bucks, Indy Eleven, and Indiana Mad Ants.
- Produced digital sports content campaigns exceeding 250 million total views.

Education

Indiana University, Indianapolis

M.A., Sports Journalism and Communications

2024 – 2025

GPA: 3.9/4.0

Wilson College, Mumbai

B.A., Multimedia & Mass Communication

2020 – 2023

GPA: 3.95/4.0

Certifications

Digital Marketing

Modern Sports Writing

Skills

- **Sports Media & Content** — Sports Journalism, Live Event Coverage, Multimedia Storytelling, Video Production, Copywriting, Editorial Planning, SEO
- **Digital Strategy** — Social Media Strategy, Audience Growth, Brand Campaigns, Analytics, Platform Optimization
- **Tools** — Adobe Creative Suite (Premiere Pro, Photoshop, After Effects), Final Cut Pro, DaVinci Resolve, Canva, CapCut, Google Analytics, Meta Business Suite, Microsoft Office, Google Workspace, Hootsuite, Sprout, Buffer