

Ryan J. Hickey

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PROFESSIONAL EXPERIENCE:

INFINITY SPORTS NETWORK (FORMERLY CBS SPORTS RADIO) / WFAN

New York, N.Y.

SPORTS HOST / DIGITAL CONTENT CREATOR

July 2021- Present

- Creator & host of “The Ryan Hickey Show,” a nationally syndicated radio show built through strategic content planning, real-time engagement and trend-driven storytelling every Sunday from 2:00 pm – 6:00 pm ET
- Developed and marketed my own show — becoming the only producer at the Infinity Sports Network with a consistent weekend program, driven by audience demand and brand recognition
- Engineered viral growth across multiple platforms:
 - Produced a Twitter video that generated 1.1M+ views organically
 - Drove 566K+ TikTok post views over the past year with short-form sports commentary
 - Grew my YouTube audience by over 583% in one month through SEO-optimized titles, thumbnails, and algorithm-driven content timing
- Create multi-platform promotional campaigns for guest interviews and key show moments, creating unforgettable memories for the audience
- Regular fill-in host for the nationally syndicated *Reiter Than You* show and trusted voice for solo overnight programming on WFAN & Infinity Sports Network
- Combine on-air talent with a marketer’s mindset: strategically position content to grow brand presence, increase engagement, and drive listener/viewer conversion

INFINITY SPORTS NETWORK

New York, N.Y.

EXECUTIVE PRODUCER

November 2020 - Present

- Executive Producer for the *Reiter Than You* show with Bill Reiter, which serves as the lead in for *The Rich Eisen Show*
- Responsible for developing compelling storylines to engage our target audience, increasing listener retention and utilizing social media to promote show content
- Manage guest booking and segment planning to align with audience interests and topical relevance, boosting show credibility and reach
- Redesigned podcast strategy to increase downloads and user efficiency
- Previously served as the EP of *The JR SportBrief Show* and *The Zach Gelb Show*

STILL ENROLLED: A BIG TEN FOOTBALL PODCAST

New York, N.Y.

PODCAST HOST / CONTENT STRATEGIST

August 2024- May 2025

- Co-hosted Audacy’s official Big Ten football podcast alongside Penn State football radio sideline reporter Brian Tripp, delivering timely analysis and engaging commentary tailored to Big Ten college football fans
- Spearheaded guest booking and topic planning to ensure the audience received compelling and informative content
- Produced short-form, shareable social media clips

THE BLUE HORSESHOE PODCAST

New York, N.Y.

PODCAST HOST / CONTENT STRATEGIST

August 2022- July 2024

- Co-hosted Audacy’s official Indianapolis Colts podcast three times per week delivering timely analysis and engaging commentary specifically tailored for Colts fans
- Secured guest appearances from Colts players to provide the audience with exclusive content
- Produced short-form, shareable social media clips

SIRIUSXM SATELLITE RADIO

New York, N.Y.

ASSOCIATE PRODUCER / PROGRAMMING CONTRIBUTOR

March 2018 – December 2019

- Managed audio production for *Pac-12 This Morning*, a high-profile sports talk show that featured former NFL quarterback Ryan Leaf
- Collaborated in daily meetings to pitch compelling topics and contributed to the show strategy

MLB ADVANCED MEDIA

New York, N.Y.

ASSOCIATE PRODUCTION ASSISTANT

February 2018 - September 2018

- Produced viral social media content using GIFs and game highlights that drove fan engagement and increased reach across MLB platforms
- Strengthened sponsor relationships through seamless content integration featured on MLB.com and MLB At Bat app

EDUCATION:

PENN STATE UNIVERSITY
