

Gabe Herman

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WORK EXPERIENCE

Atlantic Hockey America (AHA)

August 2025 – Present

Director of Communications

- Serve as AHA's primary media contact and execute all communications efforts on behalf of the conference
- Oversee and manage broadcast and streaming operations in conjunction with member institutions and FloSports
- Grew AHA Instagram monthly impressions from under 100K to 2.9M in six months
- Manage and update the league's website (atlantichockeyamerica.com)
- Increased in-season website impressions from 1.2M (previous season) to 3.2M in 2025-26
- Added a splash page to make AHA's website landing neutral between men's and women's leagues
- Draft, edit and publish press releases and in-season weekly releases
- Update and uphold AHA's media guides and serve as the league's record keeper
- Oversee all league marketing campaigns and manage AHA's social media platforms

University of Nebraska Omaha Athletics, Omaha, NE

October 2024 – August 2025

Assistant Director of Communications

- Primary media contact for Omaha hockey, baseball and swim & dive; managed all media requests
- Wrote [game notes](#), [previews](#) and [recaps](#) for all Maverick hockey contests
- Wrote [press releases](#) for sport assignments relating to all team news
- Oversaw credentialing, media workroom, press box seating/setup and stat crews during home games
- Ran social media accounts on X, Instagram and Facebook for sport assignments
- Assisted media operations for the 2025 NCAA Men's College World Series

Pittsburgh Penguins, Pittsburgh, PA

September 2023 – July 2024

Communications Graduate Assistant

- Compiled and distributed daily press clips to the team's executives, staff and media
- Managed credential process for home games, including visiting team, media, scouts and guests
- Coordinated press level setup prior to home games
- Researched statistics to write [game notes](#) and [press releases](#)
- Designed game note-related [graphics](#) on Adobe InDesign
- Supervised and scheduled department interns and part-time game-night staff for practices and game days

Pittsburgh Penguins, Pittsburgh, PA

January 2023 – April 2023

Media Relations Intern

- Wrote postgame notes and created line charts on InDesign for all home games during internship

Penn State Athletics, University Park, PA

August 2022 – May 2023

Strategic Communications Student Assistant

- Researched statistics, wrote [features](#) and press releases for gopsusports.com
- Published coverage to Instagram stories on-site from athletic contests

EDUCATION

Penn State University, University Park, PA

May 2023

Donald P. Bellisario College of Communications

B.A. Journalism

John Curley Center for Sports Journalism Certificate

SKILLS AND SOFTWARE

- AP Style, NHL Game Notes System, STATS Pass, Stathead, Spreaker and NCAA Stats
- Teamworks, ClickDimensions, Adobe Creative Suite, NHL.com/stats, Microsoft Office and Google Workspace
- SIDEARM, WordPress, ShareFile, Genius Sports and StatBroadcast