

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 interactions from under 100K to 1.4M in six months
- Manage and update the league's website (atlantichockeyamerica.com)
- 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

- Served as the primary media contact for Omaha hockey and baseball, and managed all media requests
- Wrote [game notes](#), [previews](#) and [recaps](#) for all Maverick hockey contests
- Coordinated media availabilities and interviews
- Wrote [press releases](#) for sport assignments relating to all team news
- Oversaw credentialing, media work room, press box seating/setup and stat crews during home games
- Ran social media accounts on X, Instagram and Facebook for Omaha hockey and other sports 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
- 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
- Oversaw the setup of the press level and media workroom ahead of home games

Pittsburgh Penguins, Pittsburgh, PA January 2023 – April 2023
Media Relations Intern

- Coordinated credential distribution with the communications graduate assistant
- Wrote postgame notes and created line charts on InDesign

Penn State Athletics, University Park, PA August 2022 – May 2023
Men's Hockey Strategic Communications Student Assistant

- Researched statistics, wrote [features](#) and press releases for gopsusports.com

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, StatBroadcast and Social CMS Platforms