

Caity Kauffman

www.caitykauffman.com
caitykauffman@gmail.com
239-671-1187

Professional Experience

Hockey Primetime, August 2011 - present
Communications Director, Producer

In charge of Hockey Primetime social media and updating site content during live shows on Sirius/XM radio, scheduling guests for weekend shows, liaison between media & company CEO.

ProScouting LLC, June 2011 - August 2011

Assistant Director of Media Relations (summer internship)

Creating and implementing a social media marketing plan and company brand for an MLB/MiLB scouting service. Responsible for press releases, tweeting, coordinating with scouts to post tweets from games.

WGCU Public Media - FGCU Sports Report, May 2010 - present

Producer/Feature Reporter

On-air talent and producer for a weekly television show airing on NBC-2, ABC-7 and WGCU. Responsible for creating and pitching story ideas, scheduling interviews, writing scripts and recording voice overs.

Florida Jr. Blades - Empire Junior Hockey League, August 2010 - present

Director of Media Relations, Game-Day Coordinator

Managing team via social media (Twitter, Facebook, YouTube), producing online content, updating and maintaining current information on website, writing press releases, coordinating with coaches, game-day operations and volunteers.

Florida Everblades Hockey Club - ECHL, August 2009- August 2010

On-Ice Broadcaster and Public Relations Intern

Live sideline reporting on FOX Sports Radio, writing game recaps sent out to media, updating team Twitter account, press releases, managing player appearances, updating team website, providing game notes to media, producing weekly radio show, editing game bumper music.

Naples Daily News, August 2009 - March 2010

Breaking News & Sports Intern

Weekly print Q&A throughout hockey season called, "Answering The Bell" with corresponding video on www.naplesnews.com, producing various multimedia stories with articles.

Fort Myers News-Press, September 2008 - December 2008

Freelance Videographer - High School Football

Shot & edited highlight videos of high school football games for the 2008 season.

Other Experience

Florida Gulf Coast University

Teaching Assistant - Audio/Video Journalism, fall 2011

Assisting instruction of a beginners journalism course focusing on shooting video and audio as well as editing packages using Final Cut Pro editing software. In charge of tech support and managing/updating class wiki.

ESPN, December 2010

Runner/Production Assistant

Production assistant for the 2010 broadcast of the annual City of Palms high school basketball tournament broadcast on ESPN-U.

Awards, etc.

- 2011: Profiled in a nationally-syndicated episode of PBS show "BizKid\$" for the 2012 season.
- 2011: Winner of the 2011 Naples Daily News Journalism Scholarship
- 2011: Profiled in April 2011 edition of Expressions Magazine for work on the FGCU Sports Report
- 2008: 2nd place in FGCU Honors Program Social/Political Documentary Competition - \$250 scholarship

Education

Florida Gulf Coast University, August 2007 - present
Graduation: December 2011, B.A. Journalism

Skills

Proficient in: Final Cut Pro, Adobe Photoshop, Adobe Illustrator, Audacity, Adobe Premiere.



linkedin.com/in/caitykauffman



@caitykauffman



YouTube.com/caitykauffman