



KATERINA BIANCARDI

PROFESSIONAL EXPERIENCE

Strategic Communications Specialist & Creative Content Producer

Queens University of Charlotte Athletics | August 2021 – August 2024

- Developed and executed comprehensive digital strategies across athletics social media platforms during the transition from NCAA Division II to Division I, driving a 300%+ increase in Instagram reach prior to joining the staff.
- Established the athletics department's first comprehensive social media calendar, streamlining content planning & publishing while coordinating branding, marketing, ticketing, and compliance initiatives to support departmental objectives.
- Directed content creation, publishing, and account strategy for main athletics, Queens Sports Network, & men's basketball social media accounts, serving as a key point of contact for digital communications, audience engagement and gameday management.
- Established & operated the department's first media studio, managing equipment and coordinating multimedia production & projects for: media days, campaigns, and storytelling initiatives; produced 250+ video pieces as an on-air host, live reporter, producer/editor for exclusively for ESPN+ and social platforms.
- Mentored creative services graduate assistants & supported student recruitment, while collaborating across athletics to deliver social media presentations & media training for student-athletes and coaches.

Live Freelance Host, Sideline Reporter & College Women's Soccer Analyst

ESPN +, On Air Ice Entertainment, Flo Sports, Bleacher Report | November 2019 – Present

- Delivered complete live coverage of multi-team events such as the inaugural Atlantic Slam, Daytona Beach Invitational, & Big South Championships through live in-game reports & analysis as well as live pregame, half-time & post-game interviews with the likes of Johnny Manizel, Roy Williams, and others.
- Researched in depth programs, conferences & tournament history, incorporated meaningful storylines into broadcasts, and cultivated relationships within all parties involved.

Digital Content Creator & Social Media Publisher

Big Shots Basketball | The Jay Bilas Skills Camp | February 2021 – July 2022

- Provided social media coverage during multi-team tournaments and annual camps by giving status updates & connecting stakeholders among multiple audiences across different platforms.
- Acted as a secondary event manager of social media accounts through utilizing creative assets and sharing exclusive content designed for optimal fan connection.

Freelance Travel Production, Talent, & Operations Crew Assistant

ESPN, Fox Sports, & Ross Productions | August 2016 – Present

- Performed various functions for high profile show events such as ESPN's College Gameday, ABC Saturday Night Football Primetime, Big Noon kickoff, CBS women's college basketball, & the ASUN conference.
- Oversaw crew & talent needs as well serve as a key communications liaison to production trucks, talent booth, and athletic departments, including but not limited to operating roles such as camera operator, stage manager, timeout coordinator, and social media researcher.

CONTACT



704-819-8525



kebiancardi@gmail.com



Morgantown, WV



Kebiancardi.com

EDUCATION

BACHELOR OF JOURNALISM

The University of Texas at Austin
Moody College of Communication
December 2018 | GPA: 3.65

EXPERTISE

PROFESSIONAL

- Team player & goal focused.
- Exceptional interpersonal communication skills.
- Creative and collaborative.
- Enjoys working with different types of people & backgrounds.

TECHNICAL

- Multimedia production & effective storyteller.
- Social media platforms & Meta Business.
- Adobe Creative Suite experience.
- Microsoft Office Suite & Google Workspace.
- Former ESPN production intern with studio & live event productions & operations.