

# DYLAN BURD

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## EDUCATION:

**The Pennsylvania State University, Smeal College of Business, Bellisario College of Communications  
University Park, Pennsylvania**

*B.S in Marketing and B.A in Broadcast Journalism, Class of 2020*

**GPA:** 3.84

**Relevant Coursework:** Sports Marketing, Sports Writing, Advanced Multimedia, Sports Information

**Certificate:** John Curley Center for Sports Journalism, Dean's List All Semesters

## SPORTS CONTENT EXPERIENCE:

### **Vetri Media LLC**

**Raleigh, NC**

*On-Camera Personality/Sports Data Analyst*

*August 2020 - Present*

- Record and edit weekly NFL Prop Bet/DFS show to be distributed to 36.3k subscribers on YouTube
- Compile/research weekly advanced fantasy football stats/data guides to be delivered to company patrons

### **Sports Burd**

**Plainview, NY**

*Content Creator/Founder*

*September 2020 - Present*

- Launched a YouTube Channel discussing Fantasy Football, Sports Betting/Daily Fantasy, and March Madness
- Produced, recorded and edited more than 80 total videos/live streams uploaded to the channel
- Grew channel to a rising 635 subscribers, 18,500+ views, and 1,985 hours of watch time

### **Roar Lions Roar**

**University Park, PA**

*Staff Writer*

*February 2020 – Present*

- Analyze Penn State sports in written-form content on website with 100-200k monthly views
- Participate in staff roundtables breaking down details of Penn State football and basketball

### **The Knicks Wall**

**New York, NY**

*Contributor*

*December 2019 – Present*

- Produce biweekly Knicks featured articles, game previews and recaps on company's website
- Tweet Knicks games from The Knicks Wall account with 32.9k followers

### **Sole Survivor Podcast**

**Plainview, NY**

*Host/Founder*

*September 2019 - Present*

- Host a podcast on *Survivor* which is distributed on platforms such as Apple Podcasts, Spotify and YouTube
- Appeared on *The Russell Hantz Show*, and had top players Kelley Wentworth and Dom Abbate on as guests
- Increased show to 32.3k views, 6.7k watch hours, and as high as the No. 92 'After Shows' podcast in the U.S

### **NBADraft.net**

**University Park, PA**

*Blog Intern*

*December 2018 – January 2020*

- Wrote articles ranking NBA rookies and sophomores which received 2,500-5,000 views per post
- Provided in-depth analytical analysis on player performance

### **Victory Bell Rings**

**University Park, PA**

*Contributor*

*November 2017- December 2019*

- Created articles for a FanSided.com affiliated Penn State football and basketball website
- Selected to live-tweet Penn State Basketball games through verified account with nearly 7,000 followers

### **New York Jets**

**Florham Park, NJ**

*Consumer Sales & Service Intern*

*July 2019 – August 2019*

- Tracked and synthesized insights from fan/media feedback on the roster, mobile ticketing, and Jets Rewards
- Helped run 1,000 to 20,000-person training camp events to build fan enthusiasm for the upcoming season
- Monitored team interactions with season ticket holders on CRM applications such as Archtics

### **Hash Sports**

**Denver, CO**

*Assistant Editor*

*May 2018- September 2018*

- Promoted to Assistant Editor within first three months of joining a nine-person sports media startup
- Ranked first in engagement metrics and awarded "Blogger of the Month" all months of contribution

## SKILLS AND INTERESTS:

- **Skills:** Social Media, Adobe Audition, Adobe Premiere, Photoshop, WordPress, AP Style, Microsoft Office
- **Interests:** Sports Writing, Podcasting, NFL, NBA, Golf, Social Media, Web Design, Sports Business