



TONI BIANCO

SPORTS COMMUNICATIONS AND MEDIA RELATIONS

Profile

Passionate storyteller with a background in **sport communications, digital media strategy, live event coverage, and media relations**. I am committed to pushing boundaries, elevating sport exposure, and promoting athletes' voices in an industry that constantly evolves.

EXPERIENCE

ATHLETIC COMMUNICATIONS AND MULTIMEDIA SPECIALIST

San José State University

Nov 2021-May 2022

Creating innovative ways to produce digital media coverage and publicity for the athletics organization; responsible for the communications, media relations, internet, and social and digital media activities of assigned teams.

ATHLETIC COMMUNICATIONS ASSISTANT

University of California, San Diego

July 2021-Nov 2021

Managing media relations, producing accurate and timely written content, and overseeing communications for multiple sports teams, while ensuring effective coverage of athletic events and promoting the program's achievements.

ATHLETIC COMMUNICATIONS INTERN

Syracuse Athletics

January 2019-May 2021

Assisted in the execution of athletic communications strategies, including writing press releases, updating statistics, and editing social media content for various teams. Provided game-day support, including live stats, in-game social media updates, and conducting post-game interviews.

BASKETBALL COMMUNICATIONS AND MEDIA DIRECTOR

Long Island Lightning Basketball

April 2024 - September 2024

Responsible for developing and executing comprehensive strategies to enhance brand presence, engage audience, and drive business objectives. Oversee all aspects of social media platforms, including content creation, community management, and performance analysis.

ATHLETE REPRESENTATIVE

Elev8 Representation (Founder and CEO)

February 2025 - present

Guiding athletes through the complexities of Name, Image, and Likeness, brand development, contract negotiations, and compliance with NCAA regulations, while providing tailored marketing strategies to maximize visibility and revenue opportunities.

EXECUTIVE ASSISTANT

The New York Racing Association, Inc.

Jan 2023 - February 2025

Managing high-level administrative tasks, facilitating seamless information flow, drafting professional correspondence, coordinating meetings, and supporting leadership in strategic communication efforts both internally and externally.

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EDUCATION

BACHELOR OF ART

Syracuse University

Broadcast and Digital Journalism

- Sport Management Minor
- Syracuse University Study Abroad Global Ambassador
- Newhouse Class Act Ambassador
- Syracuse University Athletic Communications Intern

SKILLS

- Adobe Suite: Premiere Pro, InDesign, Photoshop, Etc.
- Microsoft Office Suite
- SIDEARM website editor
- AP Style writing
- Statistical research
- Media guide and flip card creation
- StatCrew, Live Stats, Genius Stats
- Press conference transcription
- Media Relations
- Photo and video production
- Social media publishing tools: Asana, Hootsuite, etc.

*See full full experience history and work samples on www.tonibianco.com