



Mike Gallagher

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Johnson City, TN

Portfolio: [Website](#), [TV Demos](#), [Radio Demos](#), [Writing](#)



Education

Graduate - ETSU, Johnson City, TN - Master of Arts: Spring 2019 - Program: Brand & Media Strategy - GPA: 3.97

Undergraduate - Augsburg College, Minneapolis, MN - Bachelor of Arts: Summer 2012 - Major: Communications

Skills

Technical: Office Suite, Pro Tools, Adobe Creative Suite, Video & Radio Tech

Creative: Public Speaking, Copywriting, Creative Marketing, Idea Generation & Conceptualization, Project Management, Social Media

Projects

Talk Show Creator/Host/Producer

Minnesota Broadcasters Association, January 2014-March 2017

-Producer, host, marketer behind Gopher Sports Update, a weekly, syndicated sports talk show broadcast to 13 stations statewide.

Minnesota Intercollegiate Athletic Conference, January 2013-March 2017

-Creator, host, producer of MIAC Weekly, the league's first-ever podcast, of which 150+ episodes aired during its existence.

Play-By-Play, Color Commentary, Sideline Reporting, Live Events

-Big Ten Network (Baseball, Men's Basketball)

-University of Minnesota (Baseball, Men's Basketball)

-2013 Big Ten Baseball Tournament

-KFAN High School Football Reporter

-Augsburg College (Baseball, Basketball, Football, Softball, Volleyball)

-MIAC (Baseball, Softball, Swimming and Diving Championships)

-St. Kate's University (Volleyball, Basketball)

-Hill Murray and Cretin Derham Hall High Schools (Football, Volleyball)

-2014-16 University of Minnesota State Fair Stage (~100K daily visitors)

-2013-15 State High School League Playoff and Championships

-2014 Schwan's Cup (World's Largest Soccer Tournament)

-GameON! TV w/ Rod Simons (Weekly feature guest)

Athletics

Student-Athlete

Augsburg College Baseball, Minneapolis, MN, December 2007-May 2011

RBI Baseball, Minneapolis, MN, May 2006-August 2007

Minneapolis South High School Baseball, Minneapolis, MN, September 2003-June 2007

Other

On-Air Intern

KFAN FM 100.3, Minneapolis, MN, March 2011-April 2013

-Conducted giveaways, contacted guests, pre- and post-produced live shows and assisted with research for the #1 sports station in the country.

-Managed guest/listener relations and interactions.

-Created and hosted weekly podcast on KFAN.com.

Summary: Original internship extended from 1 semester to 4 semesters.

Contestant

Wheel Of Fortune, Culver City, CA, April, 2015

-3rd-place of 3. Did not win.

Full-Time Media & Communications

East Tennessee State University, Johnson City, TN, April 2017-Present

-Promoted from Graduate Assistant to Network Media Assistant to Assistant Director of Broadcasting in 24-month span, taking on additional broadcasting and sports information duties along the way.

Assistant Director of Broadcasting

-Play-By-Play on ESPN digital platforms for seven sports including football, men's basketball and baseball home events.

-Play-By-Play on Buccaneer Sports Network radio affiliates for women's basketball and studio host for football, men's basketball.

-Executive Producer/Host of official ETSU Athletics daily podcast broadcast on Facebook and podcasted on SoundCloud/iTunes, the only daily podcast produced by an athletic department in the country.

-Social media host for a variety of sponsored segments from pregame reports to midweek updates on football and men's basketball programs.

-Creator and host of video series ranging from light-hearted, social media content like On The Spot with ETSU Women's Basketball to issue-based, long-form interview discussions like Jerseys For Social Justice.

-Internal digital reporter producing video and audio update packages.

-Ran Buccaneer Sports Network Twitter, more than tripling the account's following in less than 18 months of operation.

Sports Information Director

-SID duties for women's basketball, triathlon, golf and men's/women's cross country highlighted by full-length feature articles chronicling individual journeys from childhood to collegiate athletics.

-Wrote previews, recaps and news releases while also creating quick facts and game notes for programs that required them.

-Ran team social media accounts on three platforms and worked with outside media to set up interviews with players and coaches.

Summary: Cross-platform versatility allowed 3 positions to mold into 1.

Elizabethton Twins, Elizabethton, TN, April 2017-May 2019

Director of Broadcasting/Media Relations

-Broadcast Minnesota Twins' High-Rookie affiliate and back-to-back Appalachian League champion Elizabethton Twins Baseball on MILB.com and WBEJ AM 640/107.9 FM and served as main social presence for club.

-Featured on WCCO Radio, Bison 1660 and in numerous publications as source of all E-Twins information past and present.

Summary: Sole driving media connection from club to fans.

Bring Me The News, Minneapolis, MN, May 2012-February 2014

-Promoted to Sports Producer while keeping responsibilities as Manager of Distribution and Partnerships in January 2013.

Sports Producer

-Wrote, produced, and voiced sports broadcast reports to BMTN's network of 43 radio stations around the state.

-Curated and wrote narratives of the top daily Minnesota sports stories.

-Created and executed daily editorial features.

Manager of Distribution and Partnerships

-Responsible for growth and operation of radio network, including sponsor traffic/scheduling and visits to affiliates.

-In time overseeing and driving day-to-day executions, the company's radio network grew 30 percent.

-Directed and carried out marketing partnerships with MSP Magazine, the Minnesota Broadcasters Association, and KFAN in 2012 and 2013 that produced more than 7,000 new e-mail subscribers.

Summary: Seamlessly maintained 2 wholly different jobs simultaneously.