

BRENDAN PRICE

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SPORTS BROADCASTING PROFESSIONAL

Experienced media professional skilled in play-by-play announcing, broadcasting logistics, and sports media marketing. Generates community enthusiasm and engages team stakeholders through consistent team branding and innovative media marketing. Passionate leader dedicated to streamlining processes and establishing high-performing media teams.

CORE COMPETENCIES

Play-by Play Announcing • Radio Broadcasting • Research and Data Analysis • Media Marketing • Team Leadership
Ticket Sale Operations • Media Relations • Written and Verbal Communication • Community Outreach • Website Design
Online Broadcasting • Gameday Logistics • Bilingual (Spanish & English)

EXPERIENCE

3/2020- Present	UNIVERSITY OF NORTHERN COLORADO CLUB HOCKEY Gameday Operations Coordinator	GREELEY, CO
	<ul style="list-style-type: none">• Oversee gameday volunteer recruitment, event planning, and logistics coordination for UNC Bears hockey.• Partner with community and college organizations to add volunteer staff for the current season.• Spearheaded initiative to implement online ticket sales platform (Ticket Tailor), including product assessment, user training, and system troubleshooting.• Conduct best practice research and develop comprehensive sponsorship packages for future use.	
9/2019- Present	NORTHERN COLORADO EAGLES Play-by-Play Broadcaster	GREELEY, CO
	<ul style="list-style-type: none">• Manage broadcast logistics, media marketing initiatives, and play-by-play announcing.• Conduct player and coach interviews for website updates and industry marketing articles. Established partnership with the Greeley Tribune to increase team publicity through human interest articles.• Selected as one of two primary broadcasters for WSHL Showcase in December 2019.	
9/2018- 3/2020	UNIVERSITY OF NORTHERN COLORADO CLUB HOCKEY Communications Coordinator	GREELEY, CO
	<ul style="list-style-type: none">• Served as play-by-play announcer for UNC Bears hockey over two seasons. Led marketing strategy and initiatives, including redesigning gameday program, social media content creation, and website relaunch.• Conducted in-depth research and prep work to ensure viewer familiarity with UNC and opposing teams. <p><i>Select Achievements</i></p> <ul style="list-style-type: none">• Achieved highest average rating for broadcast quality, and third highest viewership on Black Dog Hockey for 2018/19 and 2019/20 seasons.• Selected to air conference playoffs and championship in 2019 & 2020.	
3/2016- 7/2018	SAN DIEGO PADRES Ticket Operations Agent	SAN DIEGO, CA
	<ul style="list-style-type: none">• Promoted to supervisor position from Ticket Seller role. Supervised 9 staff members on game days and addressed system problems and customer concerns.• Reconciled up to \$10K in daily cash accounting and assisted in filing of season ticket contracts. Verified and logged daily ticket office deposits and maintain ticket seller banks.• Handled data entry, information updates, and mailing of purchased group or Internet tickets. <p><i>Select Achievements</i></p> <ul style="list-style-type: none">• Awarded Rookie of the Year for 2015 season and Rookie of the Month for August 2015.	
12/2013- 1/2015	KPBS SAN DIEGO PUBLIC RADIO AND TV Newsroom Assistant	SAN DIEGO, CA
	<ul style="list-style-type: none">• Created copy for radio news broadcasts and online distribution.	

- Posted media content onto KPBS website while collaborating with reporters and producers to ensure story consistency and comprehensiveness.
- Coordinated with producers and assisted guests on the KPBS Midday Edition radio show

1/2013- **KCR COLLEGE RADIO** **SAN DIEGO, CA**
 8/2017 **On Air Talent & Sports Play-By-Play Commentator**

- Recorded and hosted hourly sports talk show and served as Station Programming Director from 2013-14.
- Worked as hockey play-by-play announcer for SDSU Hockey for 2013-2016 seasons.
- Transformed organization from student activity into holistic job training experience. Streamlined new DJ onboarding system through redesign of training.

Select Achievements

- Received 2015 IBS Golden Microphone award for Best Hockey Play-By-Play.
- Recognized as top online only student radio at the Intercollegiate Broadcasting Awards.

EDUCATION

Expected **UNIVERSITY OF THE PEOPLE** **REMOTE**

12/2021 Master of Business Administration

5/2018 **SAN DIEGO STATE UNIVERSITY** **SAN DIEGO, CA**

Bachelor of Arts, Interdisciplinary Studies
 Concentration in Spanish, History, and Political Science

TECHNICAL

Microsoft Office Suite • Audacity • TDC Pro Venue • WordPress • Adobe Audition/Premiere Pro • Weebly
 TicketTailor