

McGregor Rowland

575 Hanlon Way
Alpharetta, GA 30009

770-820-6363
mcgregorowland@gmail.com

The University of Georgia
Athens, Ga 30602

EDUCATION

The University of Georgia, Athens, GA, Class of 2023

- **Major:** Journalism, **Minor(s):** General Business, Sports Management, **Certificate:** Sports Media
- **GPA:** 3.92/4.00
- **Honors:** Zell Miller Scholarship (Full Tuition)

Georgia Carmical Sports Media Institute, *Student*, Athens, GA

January 2021 - Present

- This UGA certificate program is a selective and prestigious program that specializes in preparing students for a career in sports media via participation in classes devoted to sports writing, reporting, broadcasting, relations, and social media

PROFESSIONAL EXPERIENCE

Daktronics, *Independent Contractor*, Athens, GA

January 2022-Present

- Member of the Daktronics DawgVision production crew, responsible for the live production and linear/digital broadcasts of all UGA sports airing on various channels including ESPN and the SEC Network (positions worked include camera, audio, shader, and bug)

The Carolinas Golf Association, *Digital Media and Communications Intern*, Pinehurst, NC

May 2022-August 2022

- Managed and created content for CGA's social media platforms pushing out breaking news updates, live real-time tournament updates along with entertainment digital content to drive increased fan engagement in the golf community
- Responsibilities included photography, videography, graphic design and writing, then editing content and posting to the CGA Instagram, Twitter, Facebook, and/or Tik Tok accounts
- During this time, CGA gained over 1k new social media followers

The Red & Black, *Sports Writer and Reporter*, Athens, GA

February 2020-May 2022

- Sports Writer and reporter for UGA's newspaper, The Red and Black.
- Worked and coordinated with the editors to pitch story ideas for UGA athletics to be published
- Experience in working live games, coordinating and conducting athlete interviews, attending press conferences, reviewing statistics, and analyzing press releases to produce over 40 stories encapsulating game reports, breaking news, weekly updates, and athlete features, all while adhering to tight deadlines
- Sports covered include UGA football, women's basketball, softball, track and field, cross country, and field hockey

Toronto Arrows, *Digital Media Intern*, Marietta, GA

May 2021-July 2021

- Responsible for capturing and producing photography and videography to produce social media content for the Instagram and Twitter accounts of the Toronto Arrows, a professional rugby team in the Major League Rugby organization
- Met weekly with the Arrows' social media team and entertainment coordinators to discuss what needed to be digitally captured and produced for the team
- Produced hype videos, athlete action shots, game highlights, sentimental athlete interactions, and behind the scenes moments that were used and published on both the team's and individual athletes' social media accounts

LEADERSHIP & RELEVANT EXPERIENCE

Grady Newsource, *Technical Manager*, Athens, GA

June 2020 – May 2022

- Responsible for operating the live broadcast show Grady Newsource, a daily, local news broadcast show that runs out of Grady college
- Extensive experience in working a variety of live broadcast positions such as director, audio, cameras, live shots, prompter, production coordinator and video manager to bring the show to air in a professional manner

January 2020 – June 2020, *Volunteer*

- Learned the basics of broadcast production and helped wherever needed to bring the show to air

SKILLS

Digital content creation, sports writing/reporting, live broadcast producing, DSLR camera operation, video editing and production, graphic design. Proficient in the following programs: Adobe Premier, Microsoft Word, Microsoft PowerPoint, Microsoft Excel