



AARON COONEY

Communications, Media and Sales Professional

About Me

I'm a sports communications professional and organization leader for the Erie Otters of the Ontario Hockey League. My skill set includes experience in broadcasting, marketing, media relations, sales and social media while working with world class hockey personalities like Connor McDavid, Alex DeBrincat, Dylan Strome, and 2020 NHL Entry Draft sixth overall pick, Jamie Drysdale.

Contact

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Skills

Microsoft Office
Adobe Creative Suite
CMS

Education

Point Park University - Pittsburgh, PA
Bachelor of Arts - Radio & TV Broadcasting
Public Relations Minor

Honors

IBS Best Play-by-Play Award Winner 2010,
Runner-Up 2013
IBS Best Radio Sports Update Award
Winner 2013

Experience



Erie Otters Hockey Club

*Director of Broadcasting and
Media Relations*

July 2013 - Present

- Serve as day-to-day media relations contact, which includes: writing press releases and team distributed content, maintaining stats and in-depth information on Otters personnel, coordinating interviews and media availability, maintaining local and national media contacts, acting media liaison between the Erie Otters and the OHL/CHL
- Direct team's content creation and assist in production through graphic design and video editing skills
- Provide play-by-play commentary for all home/away regular season and postseason games across radio, television, and live streaming channels
- Manage team's social media accounts (Facebook, Instagram, Twitter), growing each platform into one of the top three followed accounts on their respective channels among Ontario Hockey League members
- Maintain team's media room and press box, including creating and curating media notes and press clippings
- Coordinate organization's internship program

Director of Marketing

Senior Manager, Partnerships *June 2018 - Present*

- Manage partnership sales team that has grown sponsorship dollars by 13% since 2017 OHL Championship, including a 28% growth in new business during the 2018-19 season
- Oversee team's marketing campaign, managing content creation and placement across multiple radio and television stations, as well as outdoor and social media advertising



Pittsburgh Penguins Radio Network

Broadcasting Intern *September 2012 - June 2013*

- Assisted in production of daily programming including Penguins Live and PensWeek shows, as well as Pittsburgh Penguins broadcasts
- Collected sound and interviews from locker rooms and press conferences
- Produced Wilkes-Barre/Scranton Penguins and Robert Morris University broadcasts

References

Available upon request