

# JAKE DONNELLY

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**Executive Summary:** Manager of U.S. Content Strategy/Marketing, and Content Editor for 10+ sports gambling affiliate websites. Developed content strategy that turned nonexistent sites into sites with numerous ranked pages at the top or near the top of the 1st Page of Google Searches (WebPals/XLMedia). Created, and voiced 10 tutorials in a five month span for the leading sports highlight company in the world while providing the expertise to develop successful Hockey and Baseball pilots (WSC Sports-Givatayim, Israel). Experience running a multi-million dollar company as an Interim CEO and Assistant Executive Director (ED) responsible for Marketing, Communications, Public Relations, and developing easy-to-use website (Assistant ED/Interim CEO). Creative director, broadcaster, and writer for five minor league baseball teams, two college hockey teams, one All-Star Game and Home Run Derby, and voice of the D-III 2015 U.S. National champion Trinity College Bantams (U.S.). Professional interviewer and talk show host for both radio and television. Hardworking, knowledgeable, witty, experienced and straightforward. (References provided upon request)

**Skills:** Proven content strategist for one of Europe's leading gambling affiliate companies. Masters of Science (M.S.) degree in Broadcast and Digital Journalism. Professional experience with television, radio, and talk show hosting. Comfortable with video editing (Final Cut Pro and Adobe Premier), audio editing (Garage Band and Adobe Audition), writing, producing, podcasting, blogging, website management, marketing, public relations, social media marketing, and familiar in digital marketing.

**Languages:** Native English speaker, Intermediate to Conversational Hebrew

## EXPERIENCE

**Manager of U.S. Content Strategy and Marketing, and Content Editor for WebPals/XLMedia** **July 2019 to Present**  
Ramat HaHayal, Israel

Create, develop and implement content strategy for 10+ (and growing) gambling affiliate sites in the United States market, with the goal of cutting into and eventually overtaking offshore/illegal gambling affiliate sites

Turning nonexistent websites with unranked pages into authority sites with pages ranked at the top or near the top of Google Searches while discovering new ways to take advantage of the immature American online Sports Gambling Market

**Marketing Assistant/Expert of Hockey & Baseball During Pilot Development/WSC-Sports** **April 2018 to September 2018**  
Givatayim, Israel

Script, create, and record tutorials for new users to better understand product for premier automated highlight company in the world  
Act as in-house expert during the development of pilots for Hockey (IIHF) and Baseball (MLB)

**Assistant Executive Director & Interim CEO/ED, Suffield by the River** **September 2012-2014 (Interim), September 2011-2018**

As Interim CEO: Run, manage, and oversee all aspects of area's premier, privately owned, Senior Residential Community (114 Residents)  
Specialized duties included: Director of Marketing, and ensuring efficiency of Maintenance, Nursing, and Dining departments  
As Assistant Executive Director: Create, develop, and maintain easy-to-use website, assist CEO in marketing, census, and communication

**Play-by-Play Broadcaster/Sideline Reporter, NSNSports.net (D-III—NESCAC—Trinity)** **2013 to March 2019**  
New England

Develop and create game notes and perform as lead play-by-play broadcaster for premier athletic conference (NESCAC) in Division-III  
Sports Include: Soccer, Basketball, Baseball, Field Hockey, Football, Ice Hockey, Squash, Softball, and Wrestling

**Assistant Broadcaster and Media Relations, Wilmington Blue Rocks (Kansas City Royals—High-A, MiLB)** **2016**  
Wilmington, Delaware

Feature article writer for Blue Rocks' monthly newsletter. Singlehandedly create, develop, and produce 2016 Blue Rocks Media Guide. Create and distribute game notes and game recaps for all 140 games while conducting pre and post game interviews

### **Prior Work:**

- Football, Basketball and Soccer Broadcaster for D-II University of New Haven Chargers (2015—2018)
- Main Broadcaster and Media Relations, Evansville Otters (Frontier League—2015)
- Director of Broadcasting, Host of "Tobs Talk," Wilson Tobs (Coastal Plain League—CPL—2014)
- Director of Broadcasting, East Texas Pump Jacks (Texas Collegiate League—TCL—2013)
- Talk-Show Host, "Hangover Wakeup," WGAM "The Game" ESPN New Hampshire (2012-2013)
- Assistant Broadcaster and Media Relations, Lake Erie Crushers (Frontier League—2012)
- Professional Bullpen Catcher for 2011 Eastern League Champion New Hampshire Fisher Cats and 2011 EL All-Star Game (2011)

**Personal:** 2008 D-III National Champion in Baseball, 2009 Trinity College Baseball Coaches Award, Professional Bullpen Catcher

### **Education:**

**Masters of Science—M.S. in Broadcast & Digital Journalism**  
**Bachelor of Arts—B.A. in Jewish Studies, Minor—Hebrew**  
(Thesis: "Eve as Catalyst: Understanding Eve's Actions in the Garden of Eden")

Syracuse University, 2010  
Trinity College—Phi Beta Kappa, 2009