

Matt Craig

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Education

Ball State University

- B.A. in Telecommunications, minor in Marketing
- GPA: 3.82, graduated Magna Cum Laude

Northwestern University

- Masters of Science in Journalism, graduated June 2019

Relevant Experience

The New York Times

News Assistant
March 2020 - Present

- Tracking comprehensive case data of COVID-19 spread
- Investigating virus outbreak clusters in congregate settings

Various Publications

Freelance Writer
November 2018 - Present

- Freelance culture stories for Washington Post and Esquire
- Covering sports events across Los Angeles for the OC Register
- Reported on politics, stand-up comedy and the independent film community in Chicago for the Medill News Service
- Wrote longform feature stories for The Basketball Times magazine and SB Nation's college basketball vertical across 11 states

The Athletic CBB

Contributor, Social Media Manager
July 2017 - May 2018

- Wrote 70+ articles as the site's lead mid-major writer, including weekly mid-major notebook, rankings, and in-depth features
- Wrote daily coverage from 2018 MVC Tournament, SEC Tournament, and NCAA Tournament first and second rounds
- With sole control over @TheAthleticCBB Twitter account, grew it from 0 followers to over 13,000. Produced content and set publishing schedule

Turner Sports - PGA.com

Digital Editorial Intern
June - August 2016

- Performed website operations, wrote editorial content and handled social media promotion for @PGA, including on-site from 2016 PGA Championship
- Produced a video feature on John Daly's 1991 PGA Championship victory which aired during live coverage of 2016 PGA Championship

NCAA Social/Digital

Digital Content Producer
March 2016 - April 2017

- Created social media video and graphic content for @MarchMadness
- Served as UCONN's embedded social media reporter for @NCAAWBB during 2016 Women's Final Four in Indianapolis
- Operated live blog for March Madness Live application during 2017 NCAA Tournament

Ball State Sports Link

Digital Storyteller, On-Air Talent
September 2014 - May 2018

- Named 2017 Indiana Association of Student Broadcasters videographer of the year
- Appeared on ESPN 3 as lead analyst for Ball State Men's basketball
- Production crew for 40+ live remote broadcasts on ESPN 3
- Pitched and produced in-depth video profiles of Ball State athletes
- Served as executive producer for award-winning Ball State Men's basketball all-access show - 4 regional student Emmy nominations, 2 wins, 3 SVG College Sports Summit nominations