



CONTACT



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@BadderUpSports

EDUCATION

UNDERGRADUATE

Arizona State University
Walter Cronkite School of Journalism
and Mass Communication

SOFTWARE

Adobe Creative Cloud,
Microsoft Office, AP ENPS,
Final Cut Pro, MiLB Forge

ONLINE/SOCIAL

Facebook, Twitter, Instagram,
Snapchat, YouTube, TikTok

NICHOLAS BADDERS

PLAY-BY-PLAY BROADCASTER

EXPERIENCE

ARKANSAS RAZORBACKS | Fayetteville, Arkansas **TV & Radio Broadcaster | February 2022 – Present**

Broadcast select Arkansas Razorbacks games across a variety of sports, with a focus on baseball.

- Provide fill-in duties on Arkansas baseball broadcasts, between the Razorback Sports Network from Learfield and the athletic department's in-house broadcasts on SEC Network +, while also working a schedule of select soccer, softball and volleyball games on SEC+.
- On radio, host 30-minute pre- and post-game shows, conduct pre- and post-game interviews with players and coaches, while fulfilling all sponsored elements throughout the broadcast.

NORTHWEST ARKANSAS NATURALS | Springdale, Arkansas **Broadcaster/Media Relations | April 2021 – Present**

Provide play-by-play of all Naturals games, while assisting with marketing, social media, media relations, baseball operations and other areas as needed.

- Engineer all broadcasts, from producing and scheduling commercial spots to and hosting pre-and-postgame shows, while ensuring all sponsored assets are appropriately delivered.
- Produce media guide, maintain daily game notes, compile stat packs, keep up to date with transactions and roster moves, while posting relevant team and player information and game highlights on social media to increase engagement.
- Serve as the primary liaison between the front office and clubhouse, coordinating interviews upon request for media and handling baseball operations tasks, including travel coordination, meal money distribution, reimbursement and more.
- Generated over 16 million Twitter impressions, a 300% increase from the 2019 season and more impressions than the club had generated in the previous four calendar years combined.

MELBOURNE ACES | Melbourne, Australia

Broadcast & Communications Manager | September 2019 – December 2021

Broadcast all Aces home games, while overseeing the club's online communication efforts on website and social media and execute marketing strategies to grow the team's reach.

- Participated in production and execution of game broadcasts, including play-by-play, color commentary and interviews. Went to on served as the lead Australian Baseball League voice for national broadcasts: domestically on Fox Sports & into United States RSNs in 2020/21 season.
- Produced and distributed stat packs and game notes, developed and published game literature, web content and social media graphics and posts.
- Increased Twitter impressions by 450% from previous season and Facebook engagement by 100% in Year 1.

ELIZABETHTON TWINS | Elizabethton, Tennessee **Broadcast & Media Relations Manager | Summer 2019**

Direct all broadcasting and media relations efforts, including broadcasts, website content, social media posts, graphic design, and press releases.

- Oversaw press box operations, created daily game notes and stat packs for scouts and coaches.
- Developed visual content for social media, including graphics and photos, with emphasis on video and engaging multi-media content, including interviews, game highlights and behind-the-scenes.
- Increased in traffic on Twitter by 400% and on Facebook by 300% compared to previous season.

SONOMA STOMPERS | Sonoma, California

Broadcast & Media Relations Manager | Summer 2018

Served as sole radio broadcaster for 80-game professional baseball schedule, while also coordinating the team's website, social media and general media relations efforts.

- Oversaw social media curation, from live-tweeting games, sponsorship fulfillment, graphic design and other team and player-related postings.
- Wrote and distribute game recaps and press releases, coordinate player interviews and make local media appearances on TV and radio to promote the team.
- Fulfilled other duties within organization including team and league website maintenance, ensuring accuracy with official scoring league-wide, coordinating duties of team photographer and statistics or media interns, also serving as team's secondary public address announcer.