

Gregory Mroz

Research Manager

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Versatile communications and digital media professional with 10+ years of experience and a proven ability to produce high-quality content across various platforms. Adaptable in managing and optimizing both technical and creative tasks, ensuring seamless content delivery and stakeholder satisfaction. Proficient in utilizing industry-standard tools and software to create engaging and accurate media resources. Innovative in developing new databases and resources that enhance daily operations and improve overall efficiency. Collaborative team player dedicated to fostering productive relationships and driving continuous improvement in all projects.

Areas of Expertise

- ◆ Content Creation
- ◆ Video & Audio Editing
- ◆ Graphic Design
- ◆ Social Media Management
- ◆ Website Management
- ◆ Data Analysis & Research
- ◆ Press Release Writing
- ◆ Broadcast Format Writing
- ◆ Search Engine Optimization

Professional Experience

Pac-12 Network, San Francisco, CA
Research Manager, Aug 2021 – May 2024

December 2019 – May 2024

Create and distribute research materials to stakeholders. Serve as liaison to broadcast rights holders, university athletic communications, statistical research services, and internal department heads. Manage research staff, including hiring, scheduling, and delegating daily responsibilities. Oversee ticker operations & assist assignment desk with various requests.

- Increased distribution of research materials by gathering email addresses from relevant beat writers and TV production staff, resulting in threefold increase in viewership and external stakeholders requesting information directly.
- Successfully created detailed research packets for Olympic sports by adapting formats from other projects, researching relevant statistics, and organizing team information & records in digestible formats, resulting in positive feedback and appreciation from stakeholders.

Sports Researcher, Dec 2019 – Jul 2021

Gathered and analyzed key statistics, trends, and data for Pac-12 Network broadcasts. Simplified and prepared information for on-air talent, live event and studio producers, social media managers, and communications managers. Monitored sporting events to provide real-time updates and insights. Collaborated with editorial teams to ensure accuracy and relevance of data presented.

- Resolved conflicting information regarding series histories and records between two teams by meticulously cross-referencing media guides and contacting communications contacts from each school.
- Facilitated collaboration between parties, leading to identification and rectification of missing information, ensuring accuracy in records.

Blue Wire Inc., San Francisco, CA
Operations Director – Audio

November 2018 – December 2019

Oversaw network content delivery and managed content creator team. Acted as main point of contact for technical and creative content queries. Developed timelines, goals, and expectations for new shows and content creators. Supervised company's audio editing team and produced/edited podcasts and other creative content.

- Improved audio quality for popular podcaster by conducting video call to troubleshoot and optimize setup.
 - Provided guidance on settings and equipment, resulting in enhanced audio for future recordings.
 - Garnered increased positive reviews and rise in listenership within two months post-audio enhancement.
- Enhanced listenership for podcaster with large social media following by restructuring show format to prioritize engaging content at the beginning.

- Successfully resolved scheduling issues with podcaster understanding workload and commitments and collaboratively developing revised recording schedule, including shorter show formats, resulting in meeting of contractual obligations.

Director of Media Relations & Broadcasting, Multiple Locations
Idaho Falls Chukars Baseball Club, Idaho Falls, ID
Helena Brewers Baseball Club, Helena, MT
San Rafael Pacifics Baseball Club, San Rafael, CA
Clinton LumberKings Baseball Club, Clinton, IA

April 2015 – September 2019

Served as play-by-play broadcaster for Chukars, Brewers, Pacifics, and LumberKings games. Handled media relations tasks such as press releases, interview requests, and social media management. Managed online ticket sales, contributed to sponsorship sales, and led web marketing efforts through email and social media advertising. Designed promotional materials, including gameday programs and calendars.

- Restructured team website swiftly following content management system change by parent company.
- Enhanced gameday program with higher-quality imagery across multiple pages and optimized space for sponsored advertisements.

Northwestern University Athletics, Evanston, IL
Video Production Assistant

September 2012 – January 2016

Acted as play-by-play announcer for sporting events streamed online through Big Ten Network's StudentU program. Fulfilled range of production responsibilities for in-house productions and online streams on Big Ten Digital Network. Captured, edited, narrated, and published highlights on athletic department's website and social media channels. Supported production of weekly football and basketball highlight programs as production assistant.

Education

Bachelor of Arts in History

Northwestern University, Evanston, IL

Awards & Honors

Finalist for the 2014 Chicago/Midwest College Production Emmy

Runner-up for the 2013 Mark of Excellence Award from the Society of Professional Journalists

Technical Proficiencies

Tools – Adobe Audition, Adobe Premiere, Adobe Photoshop, Adobe InDesign, Statspass, Google Docs, Google Sheets, MS Word & Excel, WordPress, CMS Management Systems

Equipment – Radio boards, Broadcast microphones, Field reporting cameras, & Studio cameras