

KARLO SY SU

10+ years of major market experience in social media, broadcast, and event marketing, with an emphasis in creating engaging content for radio, digital, social media, and TV.

EXPERIENCE

ESPN Los Angeles, Los Angeles, CA — *New Media Manager*
MAY 2010 - DEC 2013, SEPT 2018 - PRESENT

- Organically grow @ESPNIosAngeles social channels to the largest in sports radio nationally & third-largest following in LA radio market
- Develop and organize guidelines to help lead social media team
- Produce live gameday social content for Lakers, Rams and LAFC
- Design promotional digital billboards for SoFi Stadium, Crypto.com Arena, Banc of California Stadium, Angel Stadium & SoCal freeways
- Promote launch of ESPN LA app to 25k downloads in three months
- Strategize social content with other Good Karma radio markets
- Actively brainstorm ideas with programming, sales and marketing in coordinating station's promotions
- Work with marketing and promotions team for on-site execution at various station and partner events

120 Sports/Stadium, Chicago, IL — *Senior Social Content Producer, Social Coordinator, Host*
DEC 2013 - DEC 2017

- Started and grew digital media network to 69.2k Twitter followers, 907k on Facebook, 20.3k on Instagram, 4.3k on Snapchat
- Managed 120Sports, WatchStadium, and ACCDN social handles
- Led and trained team of social coordinators in producing content
- Developed social voice of a start-up brand
- Presented live, up-to-the second stories on-air discussing top sports trends on social media, including Facebook Live and Snapchat

KABC-TV, Glendale, CA — *News Writer, Sports Producer*
DEC 2017 - FEB 2019

- Researched and wrote stories formatted for TV under deadline
- Edited and produced video for each story
- Built sports rundowns and produced nightly sportscasts

PROJECTS

The Last Dance Recap Show — *ESPN Los Angeles (2020)*

- Produced weekly sponsored livestreaming social show during the pandemic resulting in 450,000 organic impressions

Stadium Food Tour — *Stadium (2017)*

- Showcased food offerings from baseball stadiums on social media

FanSpeak — *ESPN Los Angeles (2012-13)*

- Produced weekly trending sports videos with fans on the street

Mt. San Antonio Athletics — *KSAK-FM (2007-11)*

- Broadcasted Mt. SAC football, basketball, baseball, softball seasons

EDUCATION

California State University, Fullerton, Fullerton, CA — *B.A. Communications, Broadcast Journalism (GPA 3.76)*

AUGUST 2006 - MAY 2010

- Minor in French

Mt. San Antonio College, Walnut, CA — *Radio-Television (GPA 3.86)*

JUNE 2007 - MARCH 2011



Los Angeles, CA

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SKILLS

Social Media Savvy

Social/Pop Trends Expert

On-Air Hosting & Interviewing

AP Writing Style

Proficient in ENPS

Proficient in Adobe Premiere Pro,

After Effects, and Final Cut

Proficient in Adobe Photoshop

Proficient in Adobe Audition and

Pro Tools

AWARDS

Radio and Television News Association Golden Mike Award *Best Sports Segment (2008)*

Associated Press Television & Radio

Association Mark Twain Broadcast

Journalism Award *Best Sports*

Segment (2008, 2009)

Academy of Interactive and Visual

Arts Communicator Award *Award of*

Distinction (2009)

ESPN Who's Got the Mic Award

Recognition for performance, voted

among peers (2012)

MORE EXPERIENCE

NBC Sports Radio (2013) - *Show*

Producer

Phil Hulett & Friends Podcast (2013)

- *Sports Reporter*

KSAK-FM (2007-11) - *Sportscaster*

ESPN Los Angeles (2009) - *Intern*

KABC-TV (2008-09) - *Intern*