

Michael Dixon

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Summary

Excellent communicator with on-air and digital media experience for the Lincoln Saltdogs, Cleburne Railroaders, Forest City Owls, Star City News, Big Ten Network, KFOR 1240 AM, 90.3 KRNU, and Lincoln Prep Sports. Press row experience includes the Dallas Cowboys, Mavericks, Stars and Texas Rangers, along with various bowl games.

Experience

MEDIA RELATIONS DIRECTOR | Feb. 2019 to present

Lincoln Saltdogs - Lincoln, NE

- Broadcaster for all games on ESPN Lincoln 101.5 FM/1480 AM; produced daily stat packs, game notes, and in-stadium gameday programs
- Assisted in social media plan and implementation; provided nightly and weekly updates on team for six stations across Alpha Media platform

DIRECTOR OF BROADCASTING & MEDIA RELATIONS | May 2017 to Oct. 2018

Cleburne Railroaders - Cleburne, TX

- Broadcasted all 100 games on 2017 and 2018; Compiled daily game notes, rosters and stat packs; operated team's social media accounts
- Managed and updated website; engineered social media campaign that resulted in club winning Ballpark Digest's Ballpark of the Year

DIRECTOR OF BROADCASTING AND MEDIA RELATIONS | May 2016 to Aug. 2016

Forest City Owls - Forest City, NC

- Broadcasted all 58 games, home and away; Compiled daily game notes, rosters and stat packs
- Worked in team-oriented setting to help with social media plan and implementation

ORIENTATION LEADER | Jan. 2015 to Apr. 2016

University Of Nebraska-Lincoln - Lincoln, NE

- One of 32 students selected to represent university for New Student Enrollment; selected to represent the College of Journalism
- Gave tours, preformed improv comedy, assisted students in registering for classes and helped host panel to answer questions from parents

BEAT WRITER | Feb. 2015 to May 2017

Daily Nebraskan - Lincoln, NE

- Covered Nebraska football, basketball and baseball; wrote game stories, columns and features
- Assisted with in-game social media coverage; travelled to many Big Ten cities for football and basketball coverage

Education and Training

University of Nebraska - Lincoln, NE | Bachelor of Arts

Broadcast Journalism, 2017

- Graduated with 3.79 GPA
- George Beadle International Baccalaureate scholar; IB student at L.D. Bell High School in Hurst, TX

Skills

- Broadcasting
- Public Speaking
- Writing
- Social Media
- Word
- Excel
- Adobe Creative Suite
- Wordpress

Websites, Portfolios, Profiles

- Portfolio: mdixonair.com
- Twitter: @mdixonair

References

Donnie Nelson (Dallas Mavericks)

Drew Bontadelli (Compass Media)

Sean Aronson (St. Paul Saints)