

NATHAN CASANOVA

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EDUCATION

University of Minnesota Duluth

Bachelor of Business Administration with a concentration in Marketing. Bachelor of Arts in German Studies.

COURSEWORK

Sports Marketing (Instructor Dr. Stephen Castleberry)

Fall Semester 2019

University of Minnesota Duluth, Duluth, MN

- Explain the tools and techniques used in effective sports marketing.
- Create and execute an effective campaign for the marketing of sports products and services.
- Evaluate controversial and ethical issues in sports marketing.

Digital Marketing in Sports (Instructor: Athletic Director, Josh Berlo)

Spring Semester 2019

University of Minnesota Duluth, Duluth, MN

- Plan and create a social media promotional and a viral video campaign.
- Describe the effective use of digital tools in sports marketing, branding, and monetization thereof.
- Plan and create a digital sports ticketing, merchandising and/or streaming subscription plan.

Video Production I & II (Course Taught by Nicholas Ingles)

Fall 2012, Spring 2016

Prior Lake High School, Savage, MN

- Worked in small groups to produce bi-weekly stories for the local high school news show, Laker Shenanigans (edited using Adobe Premier Pro); a weekly show in a traditional live television studio setting.
- Alternated among all different broadcast positions necessary for a live studio production.

PROFESSIONAL EXPERIENCE

Bally Sports North/Wisconsin, Minneapolis, MN

June 2021-Present

Production Assistant

- Assist in the production of pregame and postgame shows for the Minnesota Twins, Wild, and Timberwolves, as well as the Milwaukee Bucks and Brewers.
- Collaborate with show producer to complete video edits on tight deadlines using Avid Media Composer for roll-in, tease, and video box elements for pregame shows.
- Operate EVS IPDirector for playback of video elements during pregame shows, as well as clipping game highlights for use in postgame show elements such as show Keyout and Game Summary.

UMD Athletics Department; Bulldog Productions, Duluth, MN

Bulldog Productions Coordinator

July 2020-June 2021

- Produce feature video content such as, in-venue intro videos, team highlight packages, and social media content.
- Provide Videography coverage for a variety of sports and events as well as travel to cover championship events.
- Recruit and manage a team of students to assist in the live event production process.
- Collaborate with the Football program in the development of recruiting materials for UMD committed athletes.
- Maintain and organize digital media inventory and archive, as well as develop and maintain camera, audio, and lighting equipment for videography and live production.
- Assist in live event production for a variety of Division I and II sports for web stream and in-venue video boards.

Student Intern

September 2017-June 2020

- Assist in a variety of gameday productions roles including camera operator, replay operator, and technical director.
- Produced a bi-weekly YouTube series, "The Bark and The Bite," which profiles a different UMD student athlete each episode.
- Fulfill tasks from Bulldog Productions Coordinator and asst. Athletic Director of Marketing as assigned.