

Caroline Delaney

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Sports Content Creator and Reporter

SPORTS MEDIA INDUSTRY EXPERIENCE

Jacksonville Jaguars, Jacksonville, FL

August 2025- Present

Social Media Intern

- Aids in content production, planning, publishing, and copywriting for the Jacksonville Jaguars' 1.1M Instagram following, 769k Facebook following, and 847k X following.
- Spearheads the revamp and upkeep of the team's Snapchat presence, consistently boosting team post volume.
- Assists in the creation of helmet-off, fan-centric, and sponsored vertical content.
- Provides both live coverage and in-feed recaps for Jaguars' Community Impact events.
- Assists with content creation and publishing for associated platforms: Roar of the Jaguars, Jaguars Foundations, and Jaguars UK.
- Monitors, clips, and publishes press conferences for in-feed usage across team platforms.
- Creates and pitches content strategy plans for NFL initiatives such as Pro Bowl, Hispanic Heritage Month, and Crucial Catch.

OwlSports Update, Philadelphia, PA

January 2025- May 2025

Field Reporter/Live Studio Hand

- Assumed all roles of live sports production (control room, script writing, package creation) to air a weekly live showing of *OwlSports Update* for Temple TV.
- Aided in the production of *Courts In Session*, a weekly live basketball talk show for Temple TV.
- Covered NFL Pro Day and the Penn Relays live, and completed several live hits to introduce and tag out package work.
- Covered several Temple University Athletic events for the *OwlSports Update* X account's 3.4k followers.
- Conducted and filmed interviews with several Temple athletes and coaches.
- Captured behind-the-scenes photos and footage for use on *OwlSports Update* social media platforms.

Temple University Athletic Department, Philadelphia, PA

January 2025- May 2025

Social Media Intern

- Assisted the Athletic Communications team by capturing vertical game-day content for Temple men's basketball's 23.1k Instagram following.

AAU College Hockey, Philadelphia, PA

January 2025- May 2025

Conference Beat Writer Intern

- Produced 2-4 stories per month (player interviews, game recaps, game previews, etc) concerning the Empire Conference of the AAU College Hockey League. Stories are released for publication on the AAU official website.

Temple Update, Philadelphia, PA

September 2024-May 2025

Update Now Anchor

- Delivered a weekly news brief centered around both Temple and professional sports. Observed operations of a newsroom, production, editing, and script-writing processes.

University of South Carolina Hockey Club, Columbia, SC

March 2022- May 2024

Director of Creative Media

- Oversaw all photography, videography, graphic design, and social media interns.
- Curated content, facilitated audience engagement, and managed Gamecock Hockey across multiple platforms, increasing follower count from 14k to 19k.
- Wrote game and event recaps for publication on the Gamecock Hockey team website.
- Generated several advertising campaigns for merchandise, ticket sales, and various team events, leading to revenue gain.

EDUCATION

Temple University, Lew Klein College of Media and Communication, Philadelphia, PA

August 2025

Master of Journalism

GPA: 3.52

The University of South Carolina, College of Hospitality, Retail, and Sport Management, Columbia, SC

May 2024

B.S. Sport and Entertainment Management, Minor in Sports Media

INDUSTRY COURSEWORK

Advanced Sports Reporting

Spring 2025

- A semester-long course aiming to produce audio, print, and video stories intended to engage and inform audiences about all Philadelphia sports from recreational to professional levels.

Sports Announcing

Fall 2023

- Learned the foundational aspects of play-by-play and sports broadcasting. Engaged in hands-on experience through job shadowing the voice of the University of South Carolina women's basketball team, as well as doing play-by-play for various basketball, baseball, and softball games.

SKILLS

Reporting, Copy Writing, Social Publishing, Adobe Premiere, Adobe Photoshop, Adobe Audition, Creativity, Oral and Written Communication Skills. Microsoft Word, PowerPoint, Excel, Outlook, Emplifi, Personnel Management, and Canva.