Brendan C. Hall

835 Edgell Road, Framingham, MA 01701
C: (978) 407-2038 Email: BHall59@hotmail.com

WORK EXPERIENCE

Hudl
Mar. 2019 – Present

Content Marketing Producer, Boston, MA

- Produce acquisition, engagement and retention content across all digital platforms for Hudl's markets in football, basketball, soccer, ice hockey and lacrosse.
- Produce email copy for onboarding, product releases and new content campaigns. Open rates average 20-25 percent, with click to open 3-6 percent, and read percentages above 60.
- Wrote CEO's keynote speech for 2020 Texas High School Coaches Association Convention.
- Produce coaching webinars with average watch times exceeding 45 minutes. Maximum concurrent viewers for webinars have exceeded 450-500.
- Collaborate with marketing, product and customer success managers across each market for understanding value props and pain points with the creation of campaigns.
- Launched football engagement campaign, "NEXTGEN", in fall 2019. Within first month exceeded projections for unique pageviews, form submissions and marketing qualified leads by 300 percent.
- Created and publish press release copy announcing Hudl partnerships, including NFL-related deals.
- Connect company leadership to interviews with press for coverage benefiting Hudl.
- Edit and publish blog content aimed at thought leadership in respective markets, including unique client testimonial stories and game strategy. Also blog about product updates.
- Produce podcasting content for onboarding Hudl clients.
- Create and schedule organic and paid media deliverables across all social channels.

Top Hudl Campaigns:

- NEXTGEN
- Digital Coaching Center
- College Recruitment is Changing
- The X-Factors Report
- Chalk Talk Live: Ep. 1 2 3
- DNA of a Stat
- Podcast: Workflow Workshops

NBC Sports Boston
June 2018 – March 2019

Digital Editor, Assignment Editor, Burlington, MA

- Edited and published content revolving around the four major Boston sports teams to appear on NBCSportsBoston.com, including both contributions and original writing.
- Communicated daily with digital team, including columnists, beat writers and fellow editors, on editorial strategy and creative brainstorming.
- Responsible for lining up production schedules for all of NBC Sports Boston's daily shows. Communicate with affiliate desks for acquiring rights to third-party content.
- Tracked daily traffic metrics and schedule social posts accordingly for promoting content on Twitter and Facebook accounts. This includes tracking trends in CrowdTangle and Adobe Experience Cloud.

ESPN
Oct. 2016 – Dec. 2017

Personalization Editor, NFL/NHL, Bristol, CT

- Curated and created content for all NFL and NHL team landing pages, including copy and line editing, managing style and voice, and working with subject matter experts.

- Contributed to site's Super Bowl LI coverage, providing real time Boston reactions.
- Contributed to site's NFL Draft coverage, writing features on intriguing prospects.
- Produced NFL project in 2017, "The Franchise", which exceeded 1.5 million page views.
- Voted in weekly "Power Rankings" for NFL and NHL.
- Curated transaction-based "rumors" from ESPN sources and trusted third parties.
- Navigated social listening tools for discovery of pre-viral content.
- Created and distributed mobile alerts for breaking news stories.

New England Patriots

May 2010 – Oct. 2016

High School Editor, ESPNBoston.com, Foxborough, MA

- Built and launched high school section in Aug. 2010 that averaged nearly one million page views per month at its peak and surpassed 4.2 million page views each of its final three years.
- High school blog was responsible for one-third of total site traffic on ESPNBoston.com.
- In charge of collection and creation of all photo content, both action and profile shots.
- Used social media to invite reader interaction. Over 16,000 Twitter followers.
- Broke numerous recruiting stories on high school prospects.
- Created popular "Mr. Football" award, given annually to the state's top football player, the only award of its kind presented in Massachusetts.
- Incorporated game footage for "telestrator" segments in "Game of the Week" videos.
- Recorded weekly podcast during football season, anchored by major sponsorships.
- Helped orchestrate $50,000 sponsorship deals with Sports Authority and National Guard for our high school football coverage in 2012 and 2013. Assisted with attaining $40,000 sponsorship deal for 2015. Includes on-site "Game of the Week" activation with street team.
- Filled in on Patriots, Red Sox and Bruins beats.
- Covered two Stanley Cup Finals (2011, 2013).
- Contributed to 2013 and 2014 Boston Marathon coverage team.
- Conducted "FanSpeak" videos, getting Boston sports fans' thoughts on current events.
- Responsible for entertaining crowd during "Mike & Mike" live simulcasts at Gillette Stadium.

The Boston Globe

June 2006 – Present

Sports Correspondent, Boston, MA

- Contributor to Globe's high school sports coverage for nearly 15 years, providing breaking news, recaps, features and editorials.
- Backup writer, Boston Bruins beat, 09-10 season; covered 75 percent of home games and practices
- Covered Patriots, Celtics, Revolution and Hockey East beats at various times.
- Contributing credit in 2006 APSE award-winning investigative report by Bob Hohler, "Few Minorities Get the Reins in College Football."

Telegram & Gazette

May 2005 – May 2010

Sports Staff Writer, Worcester, MA

- Part-time writer on sports desk, Jan. 2008 - June 2009. Assisted with agate and high school coverage.
- Covered UMass football and basketball, Holy Cross basketball and hockey, as well as arena football team New England Surge.
- Wrote features and game stories on high school and college sports.
- Correspondent, September 2005 to December 2007. Intern, May 2005 to August 2005.

EDUCATION

University of Massachusetts, Amherst, MA May 2007
Bachelor of Science, Journalism
Minor: History

Endicott College, Beverly, MA 2017 – present
Master of Education, Athletic Administration
Anticipated graduation in 2021

APPEARANCES

TV – FOX 25 (Boston, MA) | Charter TV-3 (Worcester, MA) | Dirty Water TV (Boston, MA)
Radio – 98.5 The Sports Hub (Boston, MA) | WEEI 93.7 FM (Boston, MA) | WBZ News Radio 1030 AM (Boston MA) | TSN 1050 AM (Toronto, ON) | ESPN 1480 KLMS (Lincoln, NE) | WHLL 1450 AM (Springfield, MA) | WPKZ 105.3 FM (Fitchburg, MA)

FREELANCE WRITING

Patriots.com | ESPN RISE | SportingNews.com | SLAM Magazine | Rivals.com | The Advocate (Baton Rouge, LA) | Winston-Salem (NC) Journal | Portland (ME) Press-Herald | New England Hockey Journal | The Berkshire Eagle (Pittsfield, MA) | The Gardner (MA) News | BostonLax.net | MIAA Football State Championship official game programs (2011 – present) | Field Level Media 2018 NFL Draft Guide

COMMUNITY OUTREACH

New England Patriots Charitable Foundation, Foxborough, MA
New England Patriots High School Coach of the Week
- Since 2010 have assisted with selection each week, honoring outstanding high school coaches. A $1,000 check is donated to the school's football program following a ceremony at the school that later airs on “Patriots All-Access” on WBZ-TV.

Shooting Touch, Inc., Norwood, MA
"The Business of Sports"
- Moderated a career discussion with Oklahoma City Thunder GM Sam Presti for Shooting Touch's December conference for over 100 business students in the Boston region.

REFERENCES AVAILABLE UPON REQUEST