

NOLAN RYAN ALEXANDER

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EXPERIENCE

KENNESAW STATE UNIVERSITY

Kennesaw, GA

Assistant Athletic Director of Broadcasting and Communications

March 2022- Present

- Serve as the “Voice of the Owls” by broadcasting football, men’s basketball, baseball, and more on ESPN+ and radio
- Capitalized on men’s basketball’s March Madness appearance to lead branding efforts to the tune of 32.52 billion opportunity-to-see/impressions, a multimedia ad value equivalency of \$305 MM, 12,910 media mentions, over four million social media impressions, 300,000 engagements, and 4,500 followers, and 361,437 website page views
- Supervise communications, video, and graphic design departments totaling eight full-time staff members that received the third-most awards nationwide during the 2023 CSC Digital Design Contest. KSU was also a two-time SVG finalist
- Spearheaded strategic processes that resulted in an enlarged 22-23 digital presence of 3.59% YoY growth in page views, 7.20% YoY growth in time on page, and record 5,660,342 total E+ minutes watched and 462,684 total E+ unique viewers
- Cultivated a partnership with University’s Strategic Communications office for program to capture market value and content appearances on news outlets
- Partnered with Marketing to coordinate attendance efforts that have resulted in the following: top-2 football and men’s basketball games, highest football student attendance avg., second-highest overall attendance avg., highest basketball season and student avg., highest baseball overall season attendance, and most men’s basketball season tickets sold
- Directing communication efforts of KSU’s announcement of joining Conference USA in 2024
- Increased talent pool to over 25 photographers, creatives, and broadcasters
- Manage inventory and serve as co-executive producer for KSU radio broadcasts
- Emceed for Hall of Fame ceremonies, hiring press conferences, banquets, and fundraisers
- Launched monthly AD newsletter and the Athletic Department’s first annual report
- Mentor and provide editorial direction to over 15 KSU Owl Network interns
- Tell stories of KSU student-athletes, coaches, staff, donors, and community through feature writing, interviews, script writing, and press releases



Director of Broadcasting and Communications

June 2021- March 2022

- Increased website traffic year-over-year by 379,000 users, 319,000 new users, 500,000 sessions, and 1.4 million page views
- Executed sponsorship contract deliverables, reported on analytics, and tracked data to suggest new assets
- Mentored broadcasting and creative video internships for over 10 KSU students

Assistant Director of Communications

August 2019- June 2021

- Led social media and communications efforts to take football to a top-4 FCS account for interactions
- Created weekly podcast and controlled audio inventory with over 15,000 plays
- Broadcasted play-by-play for all KSU sports across the KSU Owl Network
- Led communication strategy and student-athlete involvement for Dot Martin Scholarship Golf Fundraiser

ESPN WIDE WORLD OF SPORTS

Orlando, FL

Play-by-Play Broadcaster

June 2018-June 2021

- Broadcasted AAU Girls Jr. National Championships on ESPN3 and inside the Walt Disney World Resort
- Play-by-play broadcaster for inaugural NBA Jr. World Championships that showcased six continents and 30 countries
- Announced or anchored the following ESPN3 events: 2018 MAAC Volleyball Championships, 2019 MAAC Basketball Preseason Awards Show, 2019 Disney Cross Country Classic, 2021 MAAC golf championship Sunday final round

BETHUNE-COOKMAN UNIVERSITY

Daytona Beach, FL

Director of Broadcast Media

May 2017-July 2019

- Oversaw and directed all efforts along with play-by-play for CatEye Network (four radio stations and internet stream)
- Implemented first year of ESPN3 football streams
- Co-producer and host for weekly Fox Sports Florida football and basketball shows
- Led a 75% increase in impressions and reactions as primary communications contact for men’s basketball team
- Primary communications contact for men’s basketball and baseball. Successfully worked with the New York Times, ESPN, and other national media outlets in addition to Daytona and Orlando media

JACKSONVILLE UNIVERSITY

Jacksonville, FL

Assistant Director of Media Relations and Broadcasting

July 2016-May 2017

- Expanded radio and ESPN3 commentary assignments
- Led communication for football, lacrosse, baseball, and rowing, including new social media strategy

Media Relations and Broadcasting Assistant

August 2015-July 2016

- Radio play-by-play and color commentary for football and basketball, & ESPN3 play-by-play for Olympic sports
- Wrote feature stories, designed gameday programs, and recorded podcasts with players and coaches

MISSOULA OSPREY PROFESSIONAL BASEBALL, R-ARIZONA D-BACKS

Missoula, MT

“Voice of the Osprey” and Media Relations Coordinator

2014 Season

- Served as play-by-play voice, pre and postgame show host, and team’s public relations efforts

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, GA

Bachelor of Science in Business Administration with High Honors

December 2014

- Dean’s List 7x Faculty Honors 1x Forrester’s Competitive Scholar

KENNESAW STATE UNIVERSITY

Kennesaw, GA

Master of Business Administration Candidate

Expected Graduation: Summer 2025

