



# maria kaffes

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## EXPERIENCE

### **Director of Communications, Syracuse Men's ACHA Hockey Team**

Syracuse, NY | May 2024 - Present

- Manage a team of 17, overseeing areas of social media, photography and beat writing
- Coordinate with Game Day Operations team for executing pregame events
- Manage player-staff relations with sole responsibility of player availability for beat writers
- Conducted a hiring process that included submitting an application and in-person interviews
- Write press releases announcing team news, such as the naming of an alternate captain
- Plan fundraisers such as "Pink The Rink" for Breast Cancer Awareness month
- Organize media day, which includes photographing more than 30 headshots and gear shots while creating content for the season
- Photograph home and away games in a fast-paced environment meeting tight deadlines
- Collaborate with and report to the team's assistant coach

### **Game Operations Intern, Potomac League**

Tysons Corner, VA | July - August 2024

- Assisted the head intern with gameday operations
- Operated the scoreboard, executed in-game promotions and conducted postgame interviews
- Was entrusted to open ballpark gates for players and conduct pregame checklist

### **Social Media Director of Studio Shows, ACCN**

Syracuse, NY | January 2024 - October 2024

- Oversaw a rotating team of students and assigned them social media roles
- Trained new social media assistants on branding and social media operations
- Created and edited Instagram stories, designed to reflect branding during the airing of studio shows
- Created and posted content to advertise pre, post and halftime studio shows at ACCN
- Designed and strategized content for Instagram to increase reach and engage with our active audiences
- Interviewed producers and debut sports talent to create social media content
- Promoted to director after working as social media assistant for one year

### **Marketing and Promotion Director, SU PRSSA Sports Affinity Group**

Syracuse, NY | October 2024 - Present

- Manage the Sports Affinity Group's Instagram
- Post about upcoming events in joint with the Syracuse PRSSA Chapter
- Ensure we acknowledge and thank guest speakers after the event on our page

## SKILLS

- Adobe Lightroom
- Apple Photos Software
- Instagram and X (Twitter)
- Outlook, PowerPoint and Word
- Associated Press Writing Style
- Illustrator
- InDesign

## EDUCATION

### **S.I. Newhouse School of Public Communications**

Syracuse University

- Bachelor of Science: Public Relations | May 2026
- Minors: Sport Management and Creative Writing
- GPA 3.9, Dean's List