

Matt Sammon

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BROADCASTING • CONTENT CREATION • COMMUNICATIONS LEADERSHIP

Results-producing, revenue-generating, outstanding brand ambassador bringing fans closer to their favorite teams through engaging content and a team-oriented leadership style. Content creator and broadcaster with 25 years of on-air and managerial experience, now working on multiple projects including Network Producer of Notre Dame broadcasts with Skyview Networks. Former Director of Broadcasting and Programming for Tampa Bay Sports & Entertainment, and adviser to broadcast operations for the University of South Florida.

Areas of Expertise

Content Creation and Programming • Group Leadership
Ratings Growth • Revenue Generation Through Content • Creative Social Marketing

PROFESSIONAL EXPERIENCE

SammonSez, LLC, Tampa, FL • September 2019 to Present

Founder/President

With my 25 years of on-air and managerial experience, I provide broadcasting and content creation advice, guidance, and direction to individuals and professional organizations.

Specific Accomplishments:

- Notre Dame Network Producer at Skyview Networks for Notre Dame football, men's and women's basketball, and men's ice hockey.
- Affiliate relations coordinator for Touchdown Radio college football game of the week.
- Advised New Jersey Devils on streaming audio content and network structure for team's 24/7 Radio.com channel.
- Creator and host of Metro Express podcast on Philadelphia Flyers' and Washington Capitals' 24/7 streaming channels.
- TV color analyst for Orlando Solar Bears on WKMG-TV Channel 6 and ClickOrlando.com.
- Advising young broadcasters seeking professional consultation.
- Offered free consultation to Episcopal Church Diocese of Southwest Florida on how to video stream live church services during COVID-19 social distancing and lockdowns.

Tampa Bay Sports & Entertainment, Tampa, FL • March 2008 to August 2019

Director of Broadcasting & Programming

Grew digital broadcasting footprint of National Hockey League's Tampa Bay Lightning and Arena Football League's Tampa Bay Storm while attaining franchise-best ratings and increased revenue.

Specific Accomplishments:

- Created and launched daily live-streamed video program *The Morning Skate* on Lightning mobile app in October 2016, later simulcast live on linear TV network Fox Sports Sun and the Fox Sports Go app. Acted as on-site executive producer while creating revenue through coordination of sales of title sponsorship and ancillary features. Grew audience by 56% over three seasons.
- Launched 24/7 *Lightning Power Play* iHeartRadio channel in October 2014, featuring live Lightning games, local talk content, and extended live playoff coverage. Achieved continued audience growth (+444%) since launch, with 2018-19 season recording highest listenership in station history. Increased advertising revenue annually through internal sales and 3rd party partnerships. Responsible for scheduling all Lightning Power Play programming, creation and production of all imaging, and hiring support staff, production assistants, and show hosts.

Matt Sammon Resume

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- Consulted and led the launch of *USF Bulls Unlimited* iHeartRadio channel in August 2017, featuring live USF play-by-play and local talk content. Assisted in moving assets and consulting on new programming with second *Bulls Unlimited* channel, as part of the move of flagship operations to iHeartMedia in the summer of 2019.
- Created and produced the weekly podcast *Lightning Power Play*, featuring guests from the Lightning and NHL. Built and maintained a consistent audience since launch.
- Consistently remained under budget or on target for budget projections each season.
- Managed all aspects of Lightning Radio Network, including maintenance of terrestrial radio network while negotiating all agreements with third party vendors. Attained the highest ratings for persons 18+ in franchise history, 2018-19 regular season. Tripled seasonal 18+ persons audience from 2008 to present.
- Produced all radio elements and created all radio program clocks and schedules.
- Acted as executive producer for all ancillary radio programming.

Tampa Bay Sports & Entertainment, Tampa, FL • September 2006 to June 2015

Game Day Radio Host

Entertained and informed Lightning fans through the Lightning Radio Network before, during, and after the game. Also hosted ancillary programming outside of game night.

Specific Accomplishments:

- Prepared and wrote a 30-minute pre-game show.
- Presented intermission highlights, stats, and out of town scores.
- Reacted to live event with in-depth game recap, and local post-game talk show.

Clear Channel Radio, Tampa, FL • September 1999 to September 2006

Executive Producer/On-Air Talent

The ultimate “utility player” for eight radio stations, both on and off the air.

Specific Accomplishments:

- Oversaw local shows as executive producer, 620 WDAE-AM.
- Creator and co-host of *The Batter's Box* with Fred McGriff.
- Produced morning drive & midday shows on 620 WDAE-AM.
- Weekend DJ for Hot AC (WMTX), adult alternative (WSSR), and classic rock (WTBT) formats.

The University of Alabama, Tuscaloosa, AL • August 1995 to September 1999

On-Air Talent/Production Director

Student broadcaster and part-time worker at several Tuscaloosa stations.

EDUCATION

B.A. Communications (Management minor), University of Alabama, Spring 2000

M.A. Marketing (Digital & Social Media), University of Alabama, Anticipated Graduation Spring 2022

TECHNICAL SKILLS & CERTIFICATIONS

- Proficient with Adobe Audition and Pro Tools
- Experienced with NexGen scheduling software
- Able to map out IP-based audio connections
- Expert at Skyview Networks interface
- Daily use of Microsoft Office suite and Google apps