

Chase McTaggart

Willing to Relocate - Springfield, MA | (413)-285-5337 | chasehmct@gmail.com

EDUCATION

Sacred Heart University, College of Arts & Sciences

Fairfield, CT

Master of Arts in Sport Communication & Media, Broadcasting Track

August 2026

Western New England University, College of Business

Springfield, MA

Bachelor of Science in Business Administration, Sport Management

2020-2025

Minor: Media

GPA: 3.7

WORK EXPERIENCE

Sacred Heart University, Pioneers+

Fairfield, CT

Broadcast Production & Content Assistant

September 2025 - Present

- Produce and direct live game broadcasts from pre-production through postgame on ESPN+, SNY, and FloSports
- Operate and manage live graphics, audio, and switching for high-quality multi-camera broadcasts
- Create highlight reels, hype videos, and postgame recaps to amplify team storytelling on digital channels
- Film and edit cinematic video packages for player features and athletic program spotlights

Westfield Starfires

Westfield, MA

Marketing & Creative Services Manager

November 2024 – December 2025

- Designed and launched the 2025 merchandise line, boosting visibility and driving record sales
- Developed the full suite of stadium materials including signage, tickets, pocket schedules, and prints
- Built the full promotional calendar integrating sponsors, theme nights, and fan activations for record attendance
- Directed multimedia content creation and streamlined digital asset management for campaigns
- Conceptualized fan-focused content to boost engagement across platforms garnering of 1 million views in a season

Baller TV

Springfield, MA

Broadcast Coordinator

March 2024 – May 2025

- Set up and operate professional livestream equipment to ensure high-quality broadcasts of basketball games
- Coordinated with post-production to manage editing timelines, graphics integration, and final content delivery
- Monitored live broadcasts for technical accuracy, making real-time adjustments to maintain A/V standards

Hartford Athletic

Hartford, CT

Intern, Social Media & Videography Production

August 2024 – November 2024

- Produced social and video content for matchdays, features, and events to elevate online engagement
- Captured and edited player features, highlights, and behind-the-scenes footage for brand storytelling
- Provided actionable insights by analyzing performance metrics, enabling data-driven decisions for future campaigns
- Assisted in developing creative themes for content series, including popular projects like 'Red Card Moments', a comedic video series featuring the mascot Dillon

Nashua Silver Knights

Nashua, NH

Intern, Social Media Coordinator

February 2024 – August 2024

- Developed and implemented a comprehensive social media calendar that highlighted the organization's seasonal programs and activities, ensuring consistent content delivery
- Strategically planned and executed promotional campaigns, resulting in 1.5 million+ interactions and a 30% increase in follower base within just 90 days
- Awarded Best Social Media in the Futures Collegiate Baseball League, recognizing innovative content and high engagement rates

McTaggart Media

Springfield, MA

Founder & Director of Content / Production

September 2022 - Present

- Collaborate with collegiate and professional teams to develop content including graphics, social media, and features

SKILLS

Ross Xpression- Editing - Digital Storytelling - Social Strategy - Production - Microsoft Office - Marketing - Avgen - Photography - Videography - Broadcasting - Graphic Design - Adobe Creative Cloud - Avid - Content Management