

# Daniel Sherer

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## WORK EXPERIENCE

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### New York Islanders

June – Aug. 2025

*Production Associate*

*Floral Park, NY*

- Produced paid media spots for single-game ticket sales, including generic and group versions
- Supported the 2025 NHL Draft Party and on-site War Room by prepping live production packages, making the locker room broadcast-ready, and documenting the fan experience at UBS Arena
- Directed the Military Hero of the Game production

### Syracuse University Athletics Dept.

Aug. 2023-Present

*Creative Intern*

*Syracuse, NY*

- Contribute to projects across all sports programs, with a primary focus on enhancing visual content for the Football, Basketball, Soccer, and Lacrosse teams
- Produce highlights for social channels using Sony's Alpha and Cinema line of cameras in combination with Adobe's editing suite
  - Generated over 12M views and 750K likes

### Inside Lacrosse

June 2022-Present

*Content Creator*

*Baltimore, MD*

- Revamped social media channel strategy to improve audience engagement
- Produce engaging social media reels with highlights, promotional videos for their events using past footage, and interviews with prominent athletes, such as #1 ranked Meghan Tyrrell
  - Generated over 1.4M views and 85K likes

### World Lacrosse

September 2024

*Creative Production Intern*

*Utica, NY*

- Worked with production team to bring around the clock coverage of the Box Championship games
- Shot and edited game highlights on-site creating over 30 unique social reels driving audiences to their broadcasts
  - Generated over 550K views and 16K likes

### Get Reps

November 2023

*Creative Producer*

*Syracuse, NY*

- Produced promotional content for the launch of their R1 Smart Lacrosse Ball
- Successfully reached their targeted audience with high engagement results
  - Generated over 180K views and 6K likes

### Out2Win Sports

Aug. 2022-May 2023

*Creative Producer*

*Syracuse, NY*

### Top100 Sports

Aug. 2022-Sep. 2022

*Social Media Manager*

*Syracuse, NY*

### The Lacrosse Network

Feb. 2022-June 2023

*Creative Producer*

*Baltimore, MD*

## EDUCATION

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### Syracuse University

May, 2026

*Bachelor of Science, Finance & Entrepreneurship and Emerging Enterprises*

*Syracuse, NY*

- **GPA: 3.6/4.0;** Dean's List

## CERTIFICATIONS, SKILLS & INTERESTS

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- **Certifications:** HubSpot Inbound Marketing
- **Technologies:** Adobe Premiere Pro, Adobe After Effects, Microsoft Excel, Sony Cinema Line
- **Skills:** Cinematography, Video Editing, Content Strategy, Social Media Marketing
- **Interests:** Rockets, Sports, Computers, Hiking