

Daniel Sherer

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WORK EXPERIENCE

New York Islanders

June 2025-Aug. 2025

Production Associate

Floral Park, NY

- Produced paid media spots for single-game ticket sales using Adobe Premiere Pro and After Effects
- Supported the 2025 NHL Draft Party and on-site War Room by prepping live production packages – communicating with the Game Presentation team, making the locker room broadcast-ready, and documenting the fan experience at UBS Arena
- Directed the Military Hero of the Game production – managing lighting, sound, cameras, and scripting

Syracuse University Athletics Dept.

Aug. 2023-Present

Creative Intern

Syracuse, NY

- Produce highlights and features for Instagram, Facebook, X(Twitter), and in-venue video boards using the Sony FX3 and A7SIII in combination with Adobe Premiere Pro and After Effects
- Work as a versatile videographer and editor on gamedays responsible for handling multiple different tasks simultaneously with a meticulous attention to detail
- Generated over 12.5M views and 820K likes

Inside Lacrosse

June 2022-July 2025

Content Creator

Baltimore, MD

- Revamped social media channel strategy to improve audience engagement
- Produce engaging social media reels that include game highlights and features with prominent athletes, such as #1 ranked Meghan Tyrrell, using Adobe Premiere Pro
- Generated over 1.4M views and 85K likes

World Lacrosse

September 2024

Creative Production Intern

Utica, NY

- Coordinated 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 using Adobe Premiere Pro, which drove 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 utilizing a Sony A7SIII, DJI Mics, and Adobe Premiere Pro
- 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

EDUCATION

Syracuse University

May 2026

Bachelor of Science, Finance & Entrepreneurship and Emerging Enterprises

Syracuse, NY

- **GPA: 3.64/4.0;** Dean's List

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** HubSpot Inbound Marketing, Microsoft Excel
- **Skills:** Adobe Premiere Pro, Adobe After Effects, Microsoft Excel, Sony Cinema Line, Lighting Setups, Social Media Platforms
- **Interests:** Rockets, Sports, Computers, Hiking