



CAROLINE GONZALEZ

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WORK EXPERIENCE

New Orleans Saints (NFL) & New Orleans Pelicans (NBA)

Social Media Manager (Contract) | February 2022 - Present

- Formulate strategies for team social channels
- Create graphics, highlights, & game day content

Team Reporter & Sponsor Liaison | June 2018 - July 2021

- Hosted, produced, & promoted the Saints podcast
- Hosted Saints Live pregame & postgame show
- Interviewed players, NFL & NBA Legends, coaches, & personnel
- Interviewed relevant fans including: Harry Connick Jr., Hoda Kotb, Branford Marsalis
- Emcee of major sponsorship events
- Studio host & sideline reporter, Pelicans Radio Network
- Reporter & Promoter, team social media accounts
- Analyst, Pelicans In-Arena Pregame Show
- Supported sponsor relationships

Digital Media Coordinator | Sept. 2017 - June 2018

- Managed websites & mobile applications for both teams
- Created & managed digital content for NewOrleansSaints.com & Pelicans.com
- Edited & filmed video packages

WDSU-TV (NBC)

Sports Reporter | Aug. 2020 - July 2021

- Created engaging sports packages on Louisiana based teams
- Collaborated with production & talent for live television
- Scripted, produced, and edited packages for air

EDUCATION

Loyola University New Orleans

B.A., Mass Communication | 2013-2017

- Loyola Athletics Hall of Fame inductee
- Women's Basketball Four Year Scholarship Recipient
- President of the Loyola Student Athlete Advisory Committee
- SSAC Champion of Character Recipient
- SSAC All-Academic Team

My passion is interviewing people in a way that brings stories, and brands, to life.

MEMBERSHIPS

National Association of Hispanic Journalists

Social Justice Leadership Coalition

EXPERTISE

Interviewing

Storytelling

Emceeing

Cultivating Relationships

Branding

REFERENCES

Available Upon Request