

KARA KOCH

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EDUCATION

Bachelor of Arts: Sports Media
Susquehanna University | Selinsgrove, PA

Expected in May 2029
Overall GPA: 3.9/4.0

RELATED EXPERIENCE

Aug 2025 - Current
**Athletic Communications;
Photographer**
Susquehanna University -
Selinsgrove, PA

- Captured high-quality images for college athletes, ensuring alignment with college requirements.
- Delivered high-quality images under tight deadlines, demonstrating strong time management skills.
- Collaborated with other photographers and videographers to capture special events.

Jun 2025 - Current
SportzWire Media Photographer
SportzWire - PA

- Captured high-quality images at live sporting events, ensuring timely delivery for editorial use.
- Collaborated with athletes and coaches to create engaging visual narratives for feature stories.
- Delivered high-quality images under tight deadlines, demonstrating strong time management skills.

Aug 2023 - Current
Server
Perkins Restaurant & Bakery -
Bethlehem, PA

- Provided exceptional customer service, ensuring a positive dining experience for all guests.
- Managed multiple tables and tasks simultaneously, demonstrating strong multitasking skills in a fast-paced environment.
- Increased sales with upselling techniques and thorough knowledge of menu items, specials, and promotions.

Sep 2024 - Jun 2025
D11 Student Reporter Internship
D11 Sports - Lehigh Valley, PA

- Conducted interviews with key athletes and coaches to gather insights for articles.
- Utilized social media platforms to promote articles and engage with the audience.
- Captured high-quality images for varied events, ensuring client satisfaction through attention to detail.

Feb 2024 - Jun 2025
Team Manager
Nazareth Area High School Boys
Lacrosse - Nazareth, PA

- Oversaw and managed a team-focused Instagram social media account, creating and publishing content to promote the program and engage followers.
- Managed editorial calendar, ensuring timely delivery of content aligned with marketing goals.
- Dedicated 5–7 hours each day to planning, creating, and posting content on Instagram, while actively engaging with followers through comments, DMs, and stories to grow and maintain audience interaction.

June 2025

Devonta Smith Celebrity Softball Game

Photographer

- Photographed the event in different lightings, angles and throughout various events
- Captured both candid and action shots for the athletes, fans, friends and other media outlets
- Edited and produced high quality photos for professional use and event coverage

LEADERSHIP AND INVOLVEMENT

Susquehanna University's Radio Station, "WQSU"

Sports and Promotions Department

- Produced sports shows with other hosts, delivering content to listeners
- Created and scheduled promotional posts for social media platforms
- Designed graphics and wrote effective captions for audience engagement and prepared scripts to ensure accurate sports coverage

Association for Women in Sports Media (AWSM)

Member

- Attended AWSM meetings and events to support and promote the organization
- Assisted with promoting AWSM activities and news on campus at tabling and sports events
- Participated in virtual interviews with current women working in professional sports within meetings

SKILLS

Technology: Adobe Creative Cloud, Microsoft Word, Excel, PowerPoint

Social Media: Instagram, Twitter, Threads, YouTube, TikTok, Facebook, LinkedIn

Language: Basic Spanish