

# GRACE CASPER

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## MARKETING & COMMUNICATIONS SPECIALIST | SPORTS, MEDIA & ENTERTAINMENT

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Enterprising **Marketing Communications** coordinator & *2025 Boston College, Bachelor of Arts in Communication, Management & Leadership graduate*, possessing 2 years of cumulative experience in multifaceted marketing, talent management, client service & scheduling & event planning roles across sports media, entertainment & hospitality sectors. Most recently at **New England Sports Network (NESN)**, served as a collaborative self-starter, partnering across employee levels & cross-functional marketing, sales, media talent, content, creative & production teams in the project management, design & delivery of compelling marketing collateral (i.e., impactful presentations, storytelling narratives, performance findings, visual assets & infographics) that enhance diverse marketing/sales initiatives & programs.

## CORE COMPETENCIES & TECHNICAL EXPERTISE

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- **NESN Marketing Plan Concept & Visual (Video/Graphics) Asset Creation:** ["22 Questions with Judd Sirott: NESN's New Bruins Play-by-Play Announcer"](#) ; Bruins & Penguins Media Day, new creative concept generation & execution
- **NESN Cross-Functional Team Collaboration & Project Management:** Marketing, Content, Talent, Sales & Production
- **Exceptional Client Service, Relationship-Building & Communications** | Organizational & Event Management
- **Technical Expertise:** Microsoft Office Suite (Advanced PowerPoint, Excel); Adobe Creative Suite, Final Cut Pro (i.e., Illustrator, Photoshop); Canva | **Languages:** Conversational Spanish

## PROFESSIONAL EXPERIENCE

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### NEW ENGLAND SPORTS NETWORK, NESN | Talent & Marketing Intern | Watertown, MA Summer 2024

- **Reporting dually to NESN's Senior Talent Producer & Marketing Manager**, project managed 11-15-member talent team's (Red Sox & Bruins analysts, sportscasters, reporters, hosts) in-studio, game logistics & operations planning activities (i.e., scheduling, budgeting, travel, media credentials) for 10+ weekly pre/post-game shows
  - **Collaborated with content planning & sales teams** in scheduling & brainstorming new talent for NESN's novel Alt-Cast programming concept, featuring unique show hosts & guests for Red Sox/Bruins games
  - **Created master sportscaster talent database of 80+ prospective candidates** including highlight reel compilation, resulting in expedited hiring process & selection of new Bruins play-by-play sports broadcaster
- **Conceived, developed & introduced innovative marketing video & narrative creative concept** for marketing plan media announcement *"22 Questions with Judd Sirott: NESN's New Bruins Play-by-Play Announcer"*
  - **Created fan-engaging video narrative structure & visual style concept chosen by Marketing leadership** team as published content for NESN's YouTube & social media accounts: [YouTube Judd Sirott Video Concept](#)
- **Proposed & executed new visual creative concepts & marketing strategy for Penguins/Bruins media days:** social marketing game promotion; streaming app promotional offers; and visual concepts to showcase player personalities

### INDIAN TRAIL CLUB | Camp Supervisor & Lifeguard | Franklin Lakes, NJ Summer 2022 & 2023

- **Reporting to Club Pool Manager, oversaw & guided 50-60 youth campers (ages 6-12)** in immersive camp experience, fostering community building & culture of exploration & adventure in swimming & enrichment activities
- **Pool & Lake Lifeguard**, supervising water safety, swim-team events & risk management protocol for 750+ member club's pool/lake facilities, providing a safe environment dedicated to member/camper aquatics learning & safety

### RIDGEWOOD COUNTRY CLUB | Hospitality & Guest Services Intern | Paramus, NJ Summer 2021

- **Reporting to Head of Food & Beverage (F&B) & Events**, drove operational & client service excellence in planning, coordination & execution of timely, professional F&B pool & restaurant grill dining services for 150+ members weekly
- **Partnered with 20+ member F&B team to plan & execute 10+ best-in-class large-scale golf outings/tournaments & club event lunches/dinners**, including 300+ member Father's Day golf tournament

## EDUCATION

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### BOSTON COLLEGE, Morrissey College of Arts & Sciences | Bachelor of Arts (BA), Communication | May 2025

- **Minor: Management & Leadership | Cumulative GPA: 3.5**
- **Boston College Community Leadership:** *Boston College Campus Recreation, Lifeguard & Aquatics; Senior Legacy Committee, Sports Business Society; BC University Chorale:* Boston Pops Symphony Orchestra Choral Performance

UNIVERSIDAD CARLOS III DE MADRID, GETAFE | Fall 2023 | Business Communications & Spanish Language immersion