

JUSTIN BLOCK

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EDUCATION

New York University, Tisch Institute for Sports Management, Media, and Business

B.S. Sports Management, Sports Media Concentration. Graduated December 2014.

Study Abroad: University of Central London, Spring 2013

SPORTS EXPERIENCE

The Huffington Post | *Associate Sports Editor* | May 2015 to Present

- Started as an Editorial Fellow for HuffPost Sports in May 2015, but was promoted to Associate Sports Editor in July 2015 after growing the vertical's social media platforms at "unprecedented rates" during the World Cup and NBA Finals.
- Covers the intersection of sports with hip-hop culture, race, gender, business, social and public policy.
- Effectively functioning as the lead daily news writer, writing news articles and blogs with strong angles unique to HuffPost's culture is a priority. Domestic violence in sport is a particular "beat" of mine.
- Additional duties include the management and copy editing of Sports interns, coordination with Sports' columnists and reporters, identifying trends, social media management and idea generation for video and text.
- Have interviewed the following professional athletes on assignment: Ronda Rousey, Russell Westbrook, Maria Sharapova, Jordy Nelson, Gus Kenworthy, Dominique Wilkins, Sydney Leroux, and Evander Holyfield.
- Responsible for the "Michael Jordan Crying Face" mask, which was featured on ESPN's SportsCenter.

Complex Media | *Contributing News and Features Writer* | September 2012-December 2012, June 2013 to May 2015

- Served as an Editorial Intern for Complex Music in fall 2012. Returned as an Editorial Intern for Complex Sports from June 2013-August 2013 before being promoted to Contributing Writer in Sports and News Writer in Music.
- Filed weekly features, branded content, and daily news articles for Complex Sports and Triangle Offense.
- Have interviewed the following professional athletes on assignment for digital publication and/or Complex TV production: Terrell Owens, Clay Matthews, Carl Banks, Tyson Chandler, Nick Young, Nerlens Noel, Daniel Sturridge, Mikel Arteta, and Landon Donovan.

Eight By Eight | *Editorial and Community Contributor* | January 2014 to May 2015

- As a contributor to one of the foremost soccer publications in the world, I assisted in growing the quarterly magazine's online blog and overall digital presence.
- Tasks included idea generation for web articles, writing soccer columns, communicating new strategies for *Eight By Eight's* social media channels, and working with clients on expanding the magazine's reach.

WNYU | *"The Other Football" Show Host* | February 2014 to October 2015

- Co-hosted a weekly English Premier League-centric talk show on WNYU 89.1 FM.

Liverpool FC | *Contributing Writer* | February 2014-January 2015

- Reporting to Paul Rogers, Liverpool's former Head of International Digital Development, I wrote features for either Liverpool's main website, LiverpoolFC.com, or their tour website, LFCTour.com.

New York Cosmos | *Associate Editorial Intern* | June 2014-July 2014

- Tackled editorial, communications, and public relations assignments for the Cosmos' website. Those assignments included event coverage, match blogs, player interviews, match promotion, and social outreach.

JLBSportsTV | *Founder, Chief Content Officer* | June 2009-August 2014

- Featured as a YouTube personality analyzing European soccer and Liverpool FC. With over 50% of views coming from Europe, YouTube.com/JLBSportsTV has over 430,000 video views and 2,500 subscribers.
- Have covered New York Red Bulls, Arsenal FC, Liverpool FC, Barcelona FC and Ajax FC matches.
- Conducted an in-depth interview with former Liverpool and Ajax player Ryan Babel in Amsterdam.