

Matt Merrifield

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EXPERIENCE

Flint Firebirds – Broadcast & Communications Assistant *Flint, MI | September 2024 – Present*

- Hosted the pregame show, intermission reports, and postgame show on Firebirds broadcasts, delivering analysis, interviews, and storytelling that enhanced the listener experience.
- Created and produced pre-recorded segments and promotional content to air during broadcasts.
- Served as fill-in play-by-play broadcaster and primary communications contact for select games.
- Wrote postgame recaps, press releases, and created game notes for media distribution.
- Collaborated with Director of Communications and Director of Broadcasting to plan home broadcasts.
- Managed in-game social media and live updates during games.
- Edited video highlights using Uplynk and created content packages for social and web.
- Assisted with media suite operations and fulfilled game-day media requests.

Impact 89FM – Sports Broadcast Director/Sports Producer *East Lansing, MI | September 2021 – May 2025*

- Served as lead play-by-play broadcaster for Michigan State Football, Men's Basketball, Hockey, Women's Basketball, and Baseball.
- Led the day-to-day operations of the sports broadcast department, overseeing digital content and managing a team of 30+ contributors to meet live broadcast and publishing deadlines.
- Designed and managed broadcast logistics for over 100 Michigan State athletic events annually, including credentialing, travel planning, and communications.
- Produced and hosted the station's award-winning flagship sports radio program *The Green & White Report*.
- Coordinated social media promotion and live coverage for sports programming.
- Trained team members in audio production, board operation, and communication best practices.
- Edited podcast content and highlight reels using audio editing software.

Macomb Community College Athletics – Play-by-Play Broadcaster *Macomb, MI | January 2026 – Present*

- Provided play-by-play coverage as the lead broadcaster for Macomb Monarchs Athletics, including men's and women's basketball, baseball, and softball.
- Oversaw live stream production for home athletic events, managing broadcast equipment, audio levels, and video feeds in real time.
- Ensured smooth execution of live productions by troubleshooting technical issues and maintaining consistent broadcast quality.
- Worked closely with athletics staff to support event operations and ensured accurate rosters, statistics, and game information were reflected on broadcasts.

Freelance Broadcaster – *Detroit, MI | May 2025 – Present*

- Provided play-by-play coverage for high school athletics through the DeWitt Panthers Network, HighSchoolStreaming.com, and the Prep Sports Media, covering basketball, baseball, football, and hockey.
- Covered MHSAA State Championship events for the MHSAA Network and NFHS Network, delivering professional coverage of championship-level competition.
- Served as a broadcaster for the 2026 USA Hockey National Championships.
- Conducted interviews with coaches, athletes, and team personnel to enhance storytelling and audience engagement.
- Delivered live commercial reads and sponsor messaging during broadcasts while maintaining natural on-air presentation.

Big Ten StudentU – Play-by-Play Broadcaster & Production Crew *East Lansing, MI | April 2023 – May 2025*

- Provided live play-by-play of Michigan State athletics including baseball, ice hockey, men's and women's basketball, and men's and women's soccer.

- Hosted studio programming, including halftime and pregame shows, delivering analysis, highlights, and contextual storytelling to enhance game coverage.
- Supported live broadcast productions in multiple technical roles, including camera operation, audio management, and statistical research for on-screen graphics.
- Collaborated with producers, directors, and on-air talent to ensure smooth execution of live broadcasts in fast-paced environments.

Audacity Detroit – Promotions Coordinator *Southfield, MI | July 2023 – Present*

- Represented WXYT-FM, WWJ-AM, WOMC-FM, WYCD-FM and WZLH-FM at on-site appearances and remote broadcasts.
- Executed major activations at sporting events, Woodward Dream Cruise, Faster Horses Festival, and other large-scale events.
- Promoted brand image and engaged community through fan interaction and contests.
- Expanded the audience of these brands by attracting new listeners through on-site events.

Jet Box Baseball Club – Broadcaster & Media Relations Intern *Macomb, MI | June 2022 – August 2022*

- Served as the play-by-play broadcaster for Jet Box home games for the 2022 GLSCL season.
- Wrote press releases and postgame recaps, supporting the team's media relations efforts.
- Coordinated player and coach interviews to enhance broadcast coverage and provide additional team content.
- Managed social media updates and promotional content, helping increase visibility for games, players, and community engagement.

SKILLS

- **Play-by-Play experience:** hockey, baseball, basketball, football, soccer, softball, volleyball, and swimming & diving
- **Audio editing:** Audacity, Descript, and GarageBand
- **Content creation:** Adobe Audition, Premiere Pro, Photoshop, and InDesign
- **Broadcast equipment:** Comrex ACCESS NX and Axia Radio Consoles
- **Radio automation software:** ENCO DAD
- **Social media:** Instagram, TikTok, X, and Facebook
- **Podcast hosting:** Transistor
- **Website and organization:** WordPress, Google Workspace, and Constant Contact
- **AP style**

EDUCATION

Michigan State University | East Lansing, MI
Bachelor of Arts in Journalism, Concentration in Sports Journalism
Bachelor of Arts in Social Relations & Policy
 Graduated: May 2025