

CHRISTOPHER C. POPOVICH

Chicago, IL 60642
cpopovich@blackhawks.com

(586) 808-6041
chrispopovich.weebly.com

EDUCATION

Masters of Arts in Communications, 2020
Western Michigan University, Kalamazoo, MI

Bachelor of Arts in Communications, 2018
Wayne State University, Detroit, MI

PROFESSIONAL EXPERIENCE



Coordinator, Hockey Communications & PR
Chicago Blackhawks (NHL), Chicago, IL

Oct 2022 – Present

- Facilitates creation and maintenance of written gameday materials (gameday sheet, player bios, game notes, etc.)
- Handles all aspects of credential creation and distribution (media, visiting team, production, etc.)
- Compiles, monitors and distributes daily media clippings to Blackhawks' coaches/management
- Oversees and leads groups of 2-4 game night staff
- Coordinates player/coach media availabilities during practice and gamedays
- Distributes stat packs, game notes, media clips and credentials to home/away coaches on gamedays
- Prints and runs stats to home/away coaches during intermissions and post-game
- Assists with the distribution of team information to local media (video interviews, practice updates, etc.)



Communications Graduate Assistant
Pittsburgh Penguins (NHL), Pittsburgh, PA

Aug 2022 – Oct 2022

- Assisted in the creation of written gameday materials (game notes, player bios, line charts, etc.)
- Helped coordinate player/coach media availabilities (daily media availability, walk-off interviews, post-game pressers, etc.)
- Managed groups of 3-6 intern/game night staff
- Compiled and distributed daily media clippings to Penguins' coaches/management
- Distributed stat packs, game notes, media clips and credentials to home/away coaches and management on gamedays
- Served as the traveling media representative on multiple trips (credential distribution, walk-off interviews, post-game media availability, etc.)



Athletic Communications Coordinator
University of Minnesota Duluth (NCAA D1), Duluth, MN

Jul 2021 – Jul 2022

- Served as primary communications contact for men's hockey, football, softball, and m/w track & field
- Oversaw the athletic communications office, including hiring, scheduling, and managing student staff
- Successfully managed a \$100,000 athletic communications budget
- Created all written and digital content for primary sports (game notes, stories, graphics, media guides, season previews, etc.)
- Oversaw all Bulldog social media channels, achieving a 10% increase in interactions and impressions
- Hired and led groups of 8-10 post-graduate/undergrad game night staff
- Coordinated player/coach interviews (weekly media availability, walk-off interviews, post-game pressers, etc.)
- Managed the implementation of NCAA Live Stats for all sports at Minnesota Duluth
- Lead graphic designer for UMD Bulldogs branded and promotional content for website, email, and social media channels
- Managed UMD Bulldogs athletic website, consistently ranking in the top three most visited Sidarm Sports sites in all of Division II
- Planned and executed all media and press aspects of the 2021 Ice Breaker Tournament featuring four of the top 10 teams ranked in NCAA Division I Men's College Hockey

TECHNICAL SKILLS

Adobe Photoshop, Adobe InDesign, Adobe Premiere, SIDEARM, NCAA Live Stats (FB, SOC, HKY),
StatCrew (SB), Microsoft Office: Word, Excel, PowerPoint, Outlook