

Michael Shapiro

The Best Sports Storyteller in Houston

EXPERIENCE

Sports Reporter

Oct. 2022 – Present

Chron.com — Houston, Texas

- Reporting on Houston's athletes, teams, fans and various stakeholders via written and video content.
- Built sports-culture and sports-business arms of Chron, widely opening the sports section's content aperture.
- Created a Rolodex of sources and built relationships with athletes, coaches and business personnel, including high-profile figures like Houston Rockets owner Tilman Fertitta.

Staff Writer & Editor

Oct. 2020 – Oct. 2022

Sports Illustrated — New York, New York

- Wrote dozens of features for SI.com and SI's print magazine across a wide spectrum of sports.
- Managed SI's news staff, identifying content opportunities and editing articles in a fast-paced environment.
- Collaborated with senior management to improve output strategies.
- Created and developed multiple content verticals and recurring series during the COVID-19 pandemic.

Rockets Beat Writer

Oct. 2019 – Sep. 2020

Sports Illustrated — Houston, Texas

- Delivered news, features and trending content for Inside the Rockets, a member of SI's team-site network.
- Established relationships with Rockets players, coaches, ownership and front-office personnel.
- Produced over 500 articles in 12 months, generating 1.6 million page views.

Breaking News Writer

May 2018 – Oct. 2019

Sports Illustrated — New York, New York

- Identified, pitched and wrote news and trending content for SI.com.
- Worked as the news desk's top performer as measured by online sessions, time read and volume of stories.
- Produced live blogs and instant analysis for the NBA Finals, Super Bowl and Final Four.

EDUCATION

Bachelor of Journalism

May 2018

The University of Texas — Austin, Texas

COVERAGE AREAS

NBA

NFL

MLB

College Sports

WNBA

Sports Business

Sports Culture

PUBLICATIONS

Chron.com

Sports Illustrated

REPORTING SKILLS

Feature Writing

Beat Reporting

Breaking News

Trending Reporting

Data Reporting

Copy Editing

DIGITAL SKILLS

Vertical Video

Audience Analytics

CMS Platforms

Newsletters

On-Air Radio Talent

Podcast Development

On-Camera Reporting