
MICHAEL SHAPIRO

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PROFESSIONAL SUMMARY

Versatile writer and content creator with extensive digital-media experience. Focused self-starter who excels at managing multiple projects at once.

SKILLS

- **Reporting Skills:** Feature writing and reporting, beat reporting, sports-business reporting, sports-culture reporting, trending-sports writing, writing and editing with expert copy.
- **Digital Skills:** Vertical video filming, editing and publishing, audience engagement tracking, comfort with various CMS platforms, newsletter campaign experience, radio, podcast and television experience.

WORK HISTORY

Sports Reporter, 10/2022 - Current

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 sports section's content aperture.
- Created 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, 10/2020 - 10/2022

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 SI's senior management to improve output strategies.
- Created and developed multiple content verticals and recurring series during COVID-19 pandemic.

Rockets Beat Writer, 10/2019 - 09/2020

Sports Illustrated – Houston, Texas

- Delivered news, feature 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, 05/2018 - 10/2019

Sports Illustrated – New York, New York

- Identified, pitched and wrote news and trending content for SI.com.
- Worked as 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.

Bachelor of Journalism: 05/2018
The University of Texas - Austin, Texas