

# Salvatore Fretto

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## WORK EXPERIENCE

### **Athletics Communication Graduate Assistant**

**August 2024 - Present**

North Central College, Naperville, IL

- Served as primary contact for men's/women's cross country, women's triathlon, men's wrestling, men's soccer, men's/women's swimming and diving, and softball
- Assisted with game day operations and statistics for football, women's soccer, men's/women's basketball, women's wrestling, men's/women's lacrosse, women's volleyball, men's/women's track and field, and baseball
- Responsible for game notes, press releases, statistics, graphics, public address, live stream and radio broadcasting, and historical tracking of primary sports
- Live coverage of men's/women's NCAA Division III Cross Country and Wrestling National Championship, women's triathlon USA National Champions
- Curated feature stories on North Central student-athletes
- Helped North Central Website to consistent presence in top-25 of SIDEARM page views
- Submitted and voted for student-athlete awards (CCIW Player of the Week, CSC Academic All-America)
- Managed personnel for North Central College Athletics Communication game day operations
- Athletics Communication Student Worker (Jan. 2023 - May 2024)

### **On-Air Personality, Assistant Sports Director, Production Director**

**January 2022 - Present**

WONC 89.1FM, Naperville, IL

- Developed creative and engaging content for on-air programming to 25,000 monthly listeners
- Play-by-play, color commentary, sideline reporting, board operating, halftime show hosting, and social media manager for North Central athletic broadcasts including football, men's/women's basketball, baseball and softball
- Provided live coverage of football NCAA Division III National Championship (2023, 2024, 2025)
- Assisted sports department of eight members and assigned personnel to game day assignments for athletic broadcasts
- Managed team of four audio producers to develop creative station imaging, audio promotions and public service announcements for airplay

## EDUCATION

**North Central College**, Naperville, IL

Master of Professional and Creative Writing

**Expected: Summer 2026**

**North Central College**, Naperville, IL

Bachelor of Arts in Journalism, Minor in Political Science

**Graduated: May 2024**

## SKILLS

**Technical:** NCAA Live Stats (soccer, basketball), Presto (softball, baseball), TrackWrestling, Statcrew (softball, baseball), SIDEARM, Nevco Sports, ProductionTruck, OBS, Adobe Suite (Audition, Photoshop, Premiere Pro, InDesign) Canva, Microsoft Office, Google Suite, Word Press

**Certifications:** North Central College Certified Peer Educator; HubSpot Social Media Certified

## AWARDS

IBS - 2023 Best Baseball/Softball Play-By-Play

SINBA - 2024 Best Radio Sports Play-By-Play

IBA - 2024 Best Radio Spot

Nominated for six additional Best Radio Awards

**REFERENCES AVAILABLE UPON REQUEST**