

# KRISTOS (STOS) ZAFIROPOULOS

Sports Broadcasting, News & Marketing

Content featured on YouTube, TikTok, SoundCloud, Instagram, X, and local TV / radio outlets.

**Sports Content Creator, Producer & New College Graduate** whose natural storytelling instincts have engaged audiences and fans across platforms. Passionate consumer of sports contests, analysis, and news. Blends in-depth sports knowledge with differentiating TV network, streaming / social media, radio, Super Bowl / Final Four, marketing agency, and podcast experience to deliver high-quality on-camera / behind-camera work. Astute listener and approachable team member with analytical and creative strengths. Consistently meets deadlines within high-pressure, on-demand media environments.

## SELECT ACHIEVEMENTS

- Member of creative and operations teams that delivered hundreds of hours of sports-related content, including color commentary, play-by-play coverage, post-game analysis, interviews, news, and feature / human interest stories (e.g., shoe culture / NBA's Devin Booker).
- Gained valuable experience as a student reporter in the immersive Cronkite News Phoenix Sports Bureau. Created content that aired on the Arizona PBS linear network as well as on digital and social platforms.
- Developed and hosts a sports video and podcast series, "Dose of Stos." Provided data-driven predictions and analysis for teams across professional and collegiate leagues.
- Member of the #2-ranking student pitch team (among 6 competitors) for an Arizona Coyotes (NHL) fan engagement campaign. Developed activation concepts that embraced augmented reality (AR) and NFT technology and on-site, on-ice experiences.

## SPORTS CONTENT & MARKETING EXPERIENCE



### DOSE OF STOS, 2022–Present Content Creator / Podcaster

Created a sports media brand, delivering content for streaming / digital platforms (e.g., YouTube, Instagram, X, website).

- Hosts, directs, produces, and edits "Dose of Stos" video and podcast episodes that cover events in the NFL, NBA, MLB, and collegiate athletics.
- Merchandised the brand to grow awareness.



### ARIZONA STATE UNIVERSITY, 2023–2024 Digital / Broadcast Reporter & Producer, Cronkite News Phoenix Sports Bureau

Pitched stories, conducted on-site / virtual interviews, added voice-over to videos, wrote anchor intros / outros, and contributed to story editing to provide complete video packages in line with project deadlines.

- Delivered a wide range of stories, including coverage of MLB spring training, NBA shoe culture (including Devin Booker's Book 1 shoe release), the newly sanctioned girls' high school flag football league in Arizona, and sports scholarships.



### WESTWOOD ONE, Phoenix, AZ, April 2024 NCAA Final Four Volunteer, Radio Row

Chaperoned NCAA coaches as they conducted interviews with sports broadcasters within this high-energy media environment. Personally interviewed Northwestern's Boo Buie (guard) regarding his participation in the 3-point competition.



### ZONE48, Phoenix, AZ, Aug. 2023–Dec. 2023 Sports Broadcast Cinematographer / Camera Operator / Graphic Designer

Operated a camera for Arizona high school athletics events covered by this social-first sports broadcasting network.

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[linkedin.com/in/stos](https://www.linkedin.com/in/stos)

[doseofstos.com](https://www.doseofstos.com)

## EDUCATION

### B.A., Sports Journalism, cum laude, May 2024

Walter Cronkite School of Journalism & Mass Communication, Arizona State University, Phoenix  
Dean's List: 2021–2024

Key courses: Sports Journalism, Television Sports Broadcasting, Sports Reporting, News Reporting & Writing, Sports Videography, Sports Media Ethics, Sports Marketing & Campaigns, Phoenix Sports Bureau, and Media Law.

## SKILLS

Content Creation & Production

Reporting / Hosting

Video Packages / Videography

Audio / Podcasting

Project Management

Social Media / Digital Platforms

Marketing Campaign Design & Execution

Communications

Audience Engagement

Fan Activations

- Served as the broadcast cinematographer for high-profile events, including 4A, 5A, and Open Division football championships and the state's first girls' flag football championship.
- Utilized a comprehensive understanding of football strategy and tactics to accurately read plays.
- Designed scoreboard graphics.



**NADEL, Los Angeles, CA, June 2023–July 2023**  
**Marketing Intern**

Managed projects to support this 70-year-old brand marketing and promotional branded merchandise agency

- Participated in vendor pitches. Curated a seasonal merchandise catalog of fresh product ideas for potential client branding / experiential engagements. Worked with the finance team to ensure collection of up-to-date supplier documentation.
- Produced product photo shoots for promotion on website and social media platforms.



**VARSITY SPORTS FOUNDATION, Phoenix, AZ, Aug. 2022–May 2023**  
**Student Color Commentator / Analyst / Show Co-Host / Camera Operator, Varsity Sports Show**

Selected to join the content creation and production team for a nonprofit Arizona-based media and news company providing radio / streaming access to youth, high school, and college sports.

- Contributed to +60 high school and junior college football games over 9 months. Provided live play-by-play coverage, color analysis, in-game announcements, and pregame / halftime / postgame interviews for most games.
- Operated a camera for an additional +15 games in collaboration with the producer / technical director.
- Co-hosted the live Saturday morning "Varsity Sports Show." Produced prerecorded segments and package content.
- Provided coverage of the NAIA's water polo championships.
- Engaged artistic capabilities to design the foundation's logo.



**ARIZONA SUPER BOWL LVII HOST COMMITTEE, Phoenix, AZ, Jan. 2023–Feb. 2023**  
**Exterior Fan Services Team, SBTeamates**

Member of the on-site team that facilitated the LVII Super Bowl Experience at the Phoenix Convention Center.

- Managed activity stations and the concierge / service desk. Provided directions and event information.
- Guided fans through the complexity of downloading and utilizing the NFL OnePass app.



**ARIZONA INTERSCHOLASTIC ASSOCIATION (AIA), Phoenix, AZ, Jan. 2022–May 2022**  
**Student Sports Reporter, AZPreps365.com**

As part of ASU's Sports Reporting course, wrote several stories for the AIA's high school sports show and website. Highlights included coverage of an esports team.

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## ADDITIONAL EXPERIENCE

MASTER SPORTS, Volunteer Head Coach (7th / 8th Grade Rec Boys Basketball), San Diego, CA, June 2023–Aug. 2023

NBCUNIVERSAL, NBCU Academy Student Production Team, Phoenix, AZ, Feb. 2023

POWAY UNIFIED SCHOOL DISTRICT, Day Camp Counselor, Extended School Services, San Diego, CA, May 2022–Aug. 2022

CAMP POCONO TRAILS, Assistant Group Leader / Camp Counselor, Reeders, PA, June 2021–Aug. 2021