



## **Matt Kalish**

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## **About**

Matt Kalish is a digital content producer and sim racing admin with experience managing events, people, and messages for some of the most prominent organizations in American off-road, sim racing, and horse racing.

## **Skill Set**

- iRacing series development, administration, management, and event stewarding.
- Communication and coordination between competitors, series officials, and broadcast entities.
- Photo, video, graphic design, news article, and press release production.

## **Selected Work History**

### **HorseTourneys**

Digital Marketing Manager (Aug 2020 – Present)

- Led email and social media marketing campaigns for one of the leading horse racing tournament organizations in America.
- Coordinated campaigns with prominent horse racing organizations and tracks, such as Xpressbet and the Breeders' Cup.

### **BMW CCA Club Racing**

Competition Director, BMW CCA Club iRacing Series (Jul 2020 – Present) – Volunteer

- Wrote series rule book, oversaw series stewards, and ran series racing school for official BMW CCA iRacing program.
- Coordinated with Podium eSports crew on development of event broadcast graphics, language, and product.

### **iRacing**

Media Editor and Chief Steward for Subaru iRX All-Star Invitational Presented by Yokohama (Mar 2020 – May 2020) – Contract

- Developed promotional photo, video, graphic, and written media for 6 week virtual racing series featuring a multidisciplinary group of real-world racing drivers.
- Live-reviewed on-track incidents and assessed penalties during broadcast events in coordination with CORT officials.

Contact: Chris Leone, Marketing & Communications Manager, Email: [chris.leone@comcast.net](mailto:chris.leone@comcast.net), Phone: 978.269.4833

### **United States Auto Club (USAC)**

Communications Director for the American Rally Association (ARA) (Jan 2017 – May 2019)

- Led all outward facing communication for US national racing series, including digital marketing efforts; developed series website, generated press releases, images, videos, and graphics for series promotion and public outreach.
- Coordinated online media campaigns with marketing teams from ARA associated events to grow all sides of the championship and worked on-site with corporate sponsors to provide an exceptional fan experience.
- Grew brand new series online presence from scratch to 50,000+ followers organically over 2 years.

### **Red Bull Global Rallycross (GRC)**

Individual Event Roles (Nov 2013 – Oct 2017)

- Maintained good standing with GRC after 2013 and was invited to work on a contract basis at several events in the following years as both a photographer and a marketing consultant.

North American Lead Race Photographer (Jun 2013 – Nov 2013)

- Led photography department and captured event images for the North American leg of the 2013 GRC championship.

## **Education**

### **Syracuse University**

Bachelor of Science in Aerospace Engineering

Master of Science in Mechanical and Aerospace Engineering

Graduated May 2013

Graduated May 2014