



## Matt Kalish

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## About

Matt Kalish is one of the most versatile media producers currently working in offroad motorsports. He has extensive experience writing, managing, and photographing racing events across the country for top-level teams and organizations.

## Skill Set

- Press Release, Graphic Design, Photography, Marketing Copy, and News Article production.
- Social Media Management of national accounts for both new and established voices.

## Awards

- 2022 eNASCAR Livery Design of the Year Winner
- 2023 eNASCAR Superior Marketing / Promotions Award Recipient

## Selected Work History

### JB15 Group

Media & eSports Manager (Apr 2021 – Present)

- Social Media lead for Vision Wheel, a JB15 client and top manufacturer in desert racing & consumer aftermarket wheels.
- Lead graphic designer for Misadventure, Jim Beaver's lifestyle/off-road brand.
- Livery Designer and social media manager for Jim Beaver eSports, a top-level iRacing eNASCAR team.

Contact: Jim Beaver, Owner/CEO/Host/Driver, Email: Jim@JimBeaver15.com, Phone: 928.210.0707

### HorseTourneys

Digital Marketing Manager (Aug 2020 – Present)

- Led email and social media marketing campaigns for one of the leading horse racing tournament organizations.
- Coordinated campaigns with prominent horse racing organizations and tracks, such as the NTRA & Breeders' Cup.
- Developed branding for major on-site events, including the Grand Slam, Tourney Triple, and Players Championship.

### 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 the 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.
- Work featured in numerous magazines, online publications, ESPN, and the GRC SEMA booth in 2013.

Contact: Chris Leone, fmr. Communications Director, Email: chris.leone@comcast.net, Phone: 978.269.4833

## Education

### Syracuse University

Bachelor of Science in Aerospace Engineering

Master of Science in Mechanical and Aerospace Engineering

Graduated May 2013

Graduated May 2014